26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION FEBRUARY 4, 1957 35¢ PER COPY

IN THIS ISSUE: COMPLETE INDEX PAGE 10

Sec. 315 gets WDAY-TV into trouble, $150,000 liable suit Page 27

NTA's big film network sale puts spotlight on movies Page 29

Petry's 25 years: Success story with a stormy format Page 68

Official figures: Who gave, who spent campaign money Page 78

25 is a lot of TIME

During the last quarter century, we have sold time for some of the greatest radio and television properties in America—hundreds of millions of dollars worth. As the original station representative in the advertising industry, we are proud to have done this, always maintaining the high principles on which our Company was founded.

Edward Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

New York • Chicago • Atlanta • Detroit • Los Angeles • San Francisco • St. Louis

U-N-D-I-S-P-U-T-A-B-L-E

DOMINANCE

WTVR

CHANNEL 6

RICHMOND, VIRGINIA

THE LATEST NOV.-DEC. PULSE SURVEY PROVES IT!

STATION		SHARE OF AUDIENCE
WTVR MON.-FRI. 6 PM-12 MID.	=	**36**
STATION "B" Mon.-Fri. 6 PM-12 Mid.	=	35
STATION "C" Mon.-Fri. 6 PM-12 Mid.	=	28

AND WTVR HAS 6 OUT OF THE 15 TOP WEEKLY PROGRAMS
PLUS 5 OUT OF THE 10 MULTI-WEEKLY PROGRAMS

DOMINANT IN HOMES REACHED

MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT
SEE NIELSEN COVERAGE SURVEY #2

DOMINATE IN RESULTS

BY CALLING ANY BLAIR TV OFFICE
OR WILBUR M. HAVENS 5-8611
WTVR—RICHMOND, VA.

Here's Proof

that Lansing listeners enjoy the New Sound on WJIM Radio!

Here are the actual figures in the latest Hooper Rating Survey, showing the continuous popularity of Lansing's foremost radio station...

WJIM

A definite trend to the best!

HOOPER RATING of OCTOBER, 1956

	7am - Noon	Noon - 7pm	7pm - 10pm
WJIM	53.3	53.0	60.2
Station "B"	33.2	37.0	26.8
Station "C"	9.3	6.6	9.6
Station "D"	2.4	1.4	

We will continue to serve you with the...

★ Finest in MUSIC

★ Latest in NEWS

★ and personalities Lansing has learned to know and enjoy

ALAN NORMAN
5:30 a. m. - 10 a. m.

LOU FIEDLER
11:30 a. m. - 4 p. m.

GEORGE SPELMAN
4 p. m. - 8 p. m.

JIM HERRINGTON
8 p. m. - 1 a. m.

The musical voice of a great community

WJIM 1240 Radio

LANSING... MICHIGAN

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

FOUR IN ONE PLUS

This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 989,605 families
- 3½ million people
- $3⅔ billion retail sales
- $5¾ billion annual income

WGAL·TV

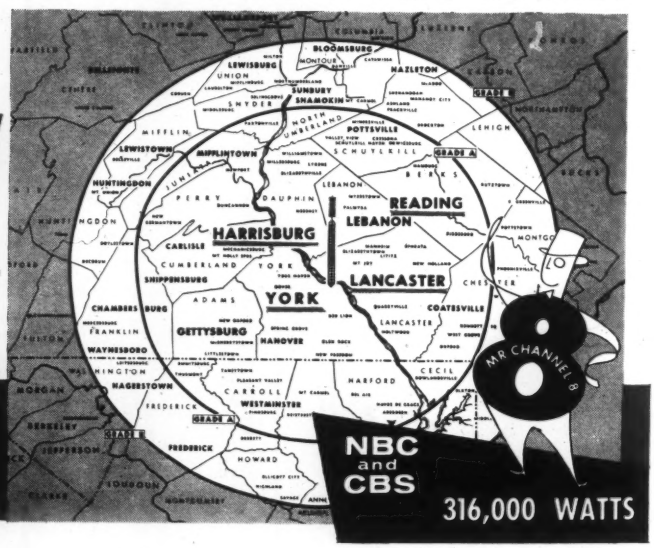
LANCASTER, PENNA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative:
The MEEKER Company, Inc.
New York Chicago
Los Angeles San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit

LOG JAM • In rare if not unique move, William Esty Co. has sent letters asking station representatives to supply as quickly as possible, for each of their stations carrying Esty spot business, notarized photostatic copy of "official broadcasting log as supplied to FCC" for 7-8:30 a.m. period during week of Jan. 21-25. Though purpose not explained, it obviously relates, at least in part, to Esty's known concern that stations carrying NBC Radio's new hourly newscasts may "bump" Esty spot business—notably Reynolds tobacco products, since Brown & Williamson is co-sponsor of NBC newscasts—out of strong early-morning positions or, presumably, give them less than normal protection.

B•T

IN EARLY reaction to Esty request (see above), station reps and their clients—and it is stations individually who must make final decision—appear splitting into three camps: (1) those who feel advertiser has absolute right to such information, just as print advertiser is entitled to get checking copies, and who therefore indicate readiness to supply logs; (2) those who resist on grounds that turning over logs is equivalent to turning over balance sheet, that FCC logs are for "composite" rather than specific week and that FCC logs are not public record anyway, and (3) those who feel advertisers are entitled to such data if they want it but who fear that providing it for all would impose almost impossible burden and expense.

B•T

MUSIC GOES 'ROUND • Having had their tumultuous inning last year before House Antitrust (Celler) Subcommittee, organized ASCAP songwriters now are trying to get to bat before Senate Commerce Committee. Walker Buel, representing Songwriters Protective Assn., has asked committee staff members for hearing, alleging ASCAP writers are being discriminated against by BMI through purported selection for recording of non-ASCAP numbers, with allegation that old-line writers are not getting on air.

B•T

SONGWRITERS public relations man was told to submit brief to committee. BMI, or any other groups which may be cited by SPA, will be given opportunity to counter arguments before committee decides on hearing request. ASCAP writers stirred up big rumpus before Celler committee last fall, with Chairman Emanuel Celler (D-N. Y.) questioning propriety of network stock ownership in BMI, which is wholly owned by broadcast licensees.

B•T

MANANA • Bilateral treaty between U. S. and Mexico on use of am broadcast frequencies—in negotation for over two years—signed last week, but U. S. State Dept. did not have "clean" copy so details were unavailable at week's end. Five-year treaty expected to be in hands of officials this week with return from Mexico City of FCC Comr. Rosel H. Hyde who signed for U. S. As far as could be ascertained, U. S. agreed to give Class 1-A protection to Mexican outlets on 540 kc (Canadian clear); agreed to no changes regarding present practice on 800 kc, 850 kc, 1050 kc or 1220 kc.

B•T

MEXICO has clear channel rights on 800 kc, but U.S. has KINY Juneau, Alaska full time on that channel. KOA Denver is Class 1-B outlet on 850 kc. Present "gentleman's agreement" with Mexico provides no U. S. outlet on Mexican clears with more than 1 kw daytime and no operation at night; only exceptions are WMGM New York on 1050 kc and WGR Cleveland on 1220 kc.

B•T

PRESSURE FOR PAY TV • Advocates of subscription television are putting plenty of pressure on FCC for early action—which they hope will be favorable—on long-pending petition for approval of commercial toll tv. Pressure is being skillfully applied through friends and friends of friends of individual commissioners and through Congress. In one case relative of commissioner was offered (but quickly declined) financial arrangement with proposed local subscription enterprise.

B•T

WHILE pro-subscription pressure mounts, FCC staff is putting finishing touches on detailed digest of subscription case. Digest —which won't contain recommendations —is expected to be given FCC some time this month, and commissioners then will buckle down to job of digesting digest and preparing for vote.

B•T

LONGER LICENSES • FCC will throw full weight behind House bill to extend radio-tv station license period to five years from present three [B•T, Jan. 28]. Chairman George G. McConnaughey will ask to appear personally when bill is discussed in committee hearings and, with support of most if not all commissioners, will make strong appeal for passage.

B•T

EXPANSION indicated for Walter Patterson-Robert K. Richards interests with entrance of Frederick L. Allman, former WSVA-AM-TV Harrisonburg, Va., owner, into partnership. PAR group, as it will be known, hopes to increase station ownership. It owns WKYR Keyser, W. Va., and WTRX-AM-FM Bellaire, Ohio, recently sold WHAR Clarksburg, W. Va. Mr. Allman was charter stockholder in WAAM (TV) Baltimore, Md.

DELAYED REPORT • Odds are against release by Senate Commerce Committee of its reports on (1) subscription tv and (2) networks before its wind-up hearing when FCC members will appear March 5. Special Counsel Kenneth Cox has completed rough drafts of reports in both of these areas but has not yet received committee instructions on conclusions.

B•T

FINAL report on allocations phase presumably will follow phases mentioned above. Committee previously had heard other members of FCC except Comr. T. A. M. Craven, who took office last July. Mr. Craven is acknowledged allocations expert, and committee probably will devote major attention to so-called "Craven Plan" on tv allocations which would drop table of assignments so that allocations could be handled on city-by-city basis.

B•T

UPWARD CURVE • Add to signs radio is on upswing: Radio Advertising Bureau's income during January was running at $851,000 annual level—well above expectations. RAB had budgeted first six months of 1957 on estimates that income for that period would average out to be about $820,000 annual rate, though probably starting somewhat lower during January and February. Their interpretation of better-than-expected send-off in January is (1) that radio's comeback may be even further along than most people think, and (2) radio broadcasters are digging in to increase their share of advertising dollar substantially.

B•T

SPEAKING of RAB, Kevin B. Sweeney, organization's president, may acquire radio station interest. In tentative negotiation is acquisition by him and H. G. (Jock) Fearnhead, vice president-general manager of WINS New York, of possible majority in WRNY Rochester, N. Y., from Arthur C. Kyle Jr. and associates.

B•T

HITS WITH SPOT • Pepsi-Cola Co., whose "Pepsi Please" radio contest brought such phenomenal results in test markets [B•T, Aug. 20, 1956, *et seq*], is getting ready to expand same type campaign into approximately 100 other cities. Expansion will be gradual, over period of around six months, with contest running about one month in each city. Approximately 65 cities are in Midwest, around 20 on West Coast, 5 in South, rest in East. In latest test, on KRES St. Joseph, Mo., "Pepsi Please" contest drew entries at cost of about eight-tenths of one cent apiece. Kenyon & Eckhardt, New York, is handling the account.

ARB* and PULSE* agree!

Kgul-tv leads in coverage, too . . . the ONLY station delivering a primary city signal to BOTH Houston and Galveston.

CBS

Represented Nationally By CBS Television Spot Sales • Gulf Television Corp. • Galveston, Texas

11

*ARB Houston Area and Pulse Houston Metropolitan Area reports, Nov., 1956

at deadline

Foote Leaves McCann-Erickson, Says Future Plans Undeveloped

IN SURPRISE announcement Friday, McCann-Erickson announced resignation of Emerson Foote, executive vice president of agency. M-E said Mr. Foote would announce his plans at later date. He had been with agency since October 1951, and prior to that was head of Foote, Cone & Belding.

In a statement following McCann-Erickson's announcement, Mr. Foote said that "I wish McCann-Erickson and the wonderful people who make it up all good fortune in continuing and expanding their success. Concerning myself, the reason I have no future plans to announce is that I have not yet lifted a finger to develop any. I long ago concluded that if I should ever decide to leave McCann-Erickson I must—because of the degree of trust and respect given me and generous way I've been treated—let M-E be the first to know. Thus I have had no contact with any other opportunity. This much I can say: I will be in the advertising business. But whether it will be East or West—or a large or small agency—I have at this time no way of knowing."

Budweiser Invites Reps To Bid on $3 Million Drive

SEVERAL station representatives are invited to submit availabilities in week-long series of meetings with D'Arcy Adv. Co. starting today (Mon.) in connection with proposed $3 million spot radio-tv campaign for Anheuser-Busch's Budweiser beer. While extent of drive not certain, it's understood brewery will use top 100 markets for saturation, with probably larger share going into radio (following pattern set last year) and use of magazines and supplements in smaller markets.

Proposals threshed out at D'Arcy executive meeting Friday morning. Revelation of drive follows disclosures of similar multi-million dollar spot campaign by Jos. Schlitz Brewing Co. (Schlitz beer).

No Action Taken by Senate On 'Martin Luther' Request

STAFF spokesmen of Senate Commerce Committee said Friday they have taken no action on request by Congregational Christian Churches that committee investigate action of WGN-TV Chicago in cancelling scheduled tv showing of motion picture "Martin Luther." They said, however, that they have discussed matter with Washington representative of the Protestant denominational group.

WGN-TV cancelled planned showing of film on Protestant Reformation, amid charges from Protestant groups that Catholic groups had used pressure against station [B•T, Dec. 24, 1956].

CCC's Office of Communication and its Council for Social Action, at CCC's midwinter meeting last week at Buck Hill Falls, Pa., voted unanimously to ask Senate committee probe on grounds WGN-TV skirted controversial issue and refused to broadcast recognized religious viewpoint, making station "twice guilty of violating constitutional and statutory requirements." Church's request also asked that "remedial legislation" be considered to insure "freedom of expression" on radio and tv.

COLOR LINE

SPEAKING in Washington today (Mon.), Brig. Gen. David Sarnoff of RCA will tell conference on combatting job discrimination that "we cannot be concerned about a man's race or creed or color. We [at RCA] ask only two questions: Can he do the job? Is he a loyal American? . . . I can tell you from personal experience that in television when we talk about 'color,' we are referring to that new dimension in entertainment that brings rainbow hues right into our living room—color television. That is the *only* color we are interested in."

Three RCA Color Television Sets Go Up $45-50, May Go Higher

PRICES of three of RCA's 10-model color tv set line go up today (Mon.) $45-50, and by next summer RCA may find it necessary to "make further increases on all models." Announcement to distributors and dealers was to be made over weekend. Unaffected is RCA's table model (Aldrich) that still will sell at nationally advertised price of $495. Highest priced RCA color set is $850 console.

Reason for price hike—it had been indicated late last year by RCA President Frank Folsom that no reductions were forthcoming on color sets and that RCA would possibly raise some of its suggested prices—was pegged to "upward trend in the cost of material and labor," by Charles P. Baxter, vice president and general manager of RCA Victor Television Div., in a letter to distributors. Mr. Baxter noted that RCA has been trying to hold color price line but could not continue without "sacrificing the present high quality" of its sets.

Three models affected by boost are consoles. Style name, old and new price: Wescott, $595 to $645; Dartmouth, $650 to $695 and Whitby, $695 to $745.

Syndicated Films Holding Own Against Movies, Keever Avers

EVIDENCE that syndicated film shows, despite alarmist talk, are more than holding their own against influx of new feature film libraries was claimed Friday by Jake Keever, NBC Television Films director of sales. His study of 10 top ranking feature films in five metropolitan markets—Boston, Chicago, Detroit, Los Angeles and New York—compared ratings with syndicated shows in same time periods, using ARB figures.

Results of study claimed most syndication properties outranked even best feature films when they met in hand-to-hand battle in same time period. Survey showed that when all feature film and all syndicated show ratings were lumped, syndication shows overwhelmingly dominated lists, Mr. Keever said. Thus, in Detroit, when syndicated properties were pitted against feature films, syndicated shows swept first 10 places. In Boston, a feature film took sixth place, but syndicated shows took all other nine. In Los Angeles, features were listed first and 10th, syndication taking other eight spots, he noted.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS AGENCIES, page 29.

JUNE IN FEBRUARY • It's still dead winter, but hot-weather coolers already are beginning to plan summertime campaigns. Royal Crown Cola, for Royal Crown and Nehi soft drinks, going into total of 250 radio and tv markets—about 150 tv—for drive to start March 10 and run 'til fall, through Compton Adv., N. Y. Joe Lowe Corp. (Popsicles) reported planning to underwrite full sponsorship of half-hour program on ABC-TV (Sat., 5:30-6 p.m.), starting May 18 for nine weeks. Approximately 120-station lineup contemplated, with show to be part live and part film, featuring such comics as Ben Blue, Jerry Colonna, Senor Wences, Olson & Johnson, and Paul Winchell & Jerry Mahoney. Joe Lowe agency is Paris & Peart, N. Y.

FIGHT FOR TIME • Battle of children's sneakers is on with three major rubber companies out for television availabilities around children's shows, preferably in the afternoon. Hood Rubber Co., maker of P-F canvas shoes, starts spot activity March 11 with contracts running from 10 to 13 weeks, in addition to participation in ABC-TV *Mickey Mouse Club*. Agency: McCann-Erickson, N. Y. U. S. Rubber Co., maker of Keds, through Fletcher D. Richards, N. Y., has had local men buying time in field. Mishawaka Rubber & Woolen Mfg. Co., for Jet shoes, looking for similiar availabilities through Campbell-Mithun, Chicago.

RADIO VS. PRESS • Swiss Pine Co. (room deodorant and bath oil), N. Y., planning radio vs. newspaper test in about 15 midwest markets, starting Feb. 10 and 15. In some markets radio spots plus newspapers will be used; in others, radio or newspapers alone. Additionally, room deodorant will be promoted in some markets, bath oil in others. Latter product will be plugged from cosmetic standpoint and also as relax-pick-me-up type product. Entire test will run for three months. Wesley Assoc., N. Y., is agency.

CONFLICT OF INTERESTS • Lever Bros., N. Y., understood to have placed order for alternate Tues., 8:30-9 p.m., on CBS-TV. Advertiser would underwrite *The Brothers* until end of season and then put in another show. Network and advertiser currently working out difficulties on product clearance, since half-hour preceding, *Phil Silvers Show*, is alternately sponsored by another soap company, Procter & Gamble. Latter firm has first choice on products.

CHAFING AT BIT • NBC-TV reportedly in slight dilemma on Sunday night 9-10 p.m. period for next fall, with network wanting to assign number of Sunday segments to Chevrolet for Dinah Shore show within next few weeks—while Alcoa and Goodyear, current alternate sponsors of that time period, do not have to let network know until May 1 whether they will renew next year, take fewer shows or none at all. Alcoa is serviced by Fuller &

Continues on page 9

KPHO-TV is TOPS in PHOENIX

with MGM films

EVERY THURSDAY, SATURDAY & SUNDAY

Available for participation spots or full sponsorship!

THURSDAY (7:00-9:00 P.M.)
2-hour average rating

KPHO-TV	**40.8**
Network Station B	4.3
Network Station C	13.5
Network Station D	11.7

SATURDAY (7:00-11:00 P.M.)
4-hour average rating

KPHO-TV	**23.0**
Network Station B	13.0
Network Station C	12.4
Network Station D	14.2

SUNDAY (7:00-8:30 P.M.)
1½-hour average rating

KPHO-TV	**31.7**
Network Station B	3.3
Network Station C	24.7
Network Station D	7.1

ARB SPECIALS 1/17, 1/5, 1/6, 1957

KPHO-TV is knocking out competition with M-G-M audience-stealers like these:

"ANCHORS AWEIGH"
Frank Sinatra, Gene Kelly

"THEY WERE EXPENDABLE"
John Wayne, Robert Montgomery

"STRANGE CARGO"
Clark Gable, Joan Crawford

"MADAME CURIE"
Greer Garson, Walter Pidgeon

"TREASURE ISLAND"
Wallace Beery, Jackie Cooper

"DR. JEKYLL AND MR. HYDE"
Spencer Tracy, Ingrid Bergman

"BATAAN"
Robert Taylor, George Murphy

AND COMING SOON — ANOTHER SPECTACULAR SERIES

20TH CENTURY FOX "GALAXY" INCLUDING — **"CAPTAIN FROM CASTILE"** • **"MIRACLE ON 34TH STREET"** **"LAURA"** • **"SNAKE PIT"** • **"JANE EYRE"** • **"CRASH DIVE"** • **"SWANEE RIVER"** • **"CLUNY BROWN"** • **"CHARLEY'S AUNT"**

JOINS OTHER GREAT MOTION PICTURES FROM
METRO-GOLDWYN-MAYER ★ WARNER BROTHERS ★ DAVID SELZNICK ★ REPUBLIC

1ST INDEPENDENT STATION IN THE NATION

KPHO-TV Channel 5 Phoenix

That Channel with ALL those GOOD movies!

A Meredith Station

IN PHOENIX	*it's* **KPHO** and **KPHO-TV**	*represented by*	**The KATZ Agency**
IN OMAHA	*it's* **WOW** and **WOW-TV**	*represented by*	**BLAIR-TV, Inc.**
IN SYRACUSE	*it's* **WHEN** and **WHEN-TV**	*represented by*	**The KATZ Agency**
IN KANSAS CITY	*it's* **KCMO** and **KCMO-TV**	*represented by*	**The KATZ Agency**

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

at deadline

TASO Committee Heads Named; Meeting Set Today in New York

APPOINTMENTS of chairmen and vice chairmen of five technical study panels of Television Allocations Study Organization were made official Friday by TASO board meeting in Washington. Panel leaders scheduled to meet today (Mon.) at New York RETMA headquarters, with Dr. George R. Town, TASO executive director.

Panels are as follows: transmitting equipment —William J. Morlock, GE, chairman, and Ralph N. Harmon, Westinghouse, vice chairman; receiving equipment—William O. Swinyard, Hazeltine, chairman; K. A. Chittick, RCA, vice chairman; field tests—Knox McIlwain, Burroughs Research Center, chairman; Frank Marx, ABC, vice chairman; propagation data—Dr. Frank G. Kear, Kear & Kennedy, chairman; Stuart L. Bailey, Jansky & Bailey Inc., vice chairman; analysis and theory—Dr. Robert M. Bowie, Sylvania, chairman; William B. Lodge, CBS, vice chairman.

Two File for New Tvs: Amarillo V, San Francisco U

TWO individuals filed applications with FCC Friday for new tv stations to operate on ch. 7 in Amarillo, Tex., and ch. 38 in San Francisco.

Multiple-station owner Kenyon Brown requested Amarillo facility, seeking 49.3 kw with antenna 655 ft. above average terrrain located 3.9 miles north of Amarillo. He proposed $202,500 for construction and first year operation expenses at $275,000. Principals of KMAQ Amarillo have filed for same facility [B•T, Sept. 24, 1956].

Mr. Brown owns KLYN Amarillo and KWFT Wichita Falls, Tex.; 49% of KANS Wichita and KBYE Oklahoma City; 25% of KFEQ-AM-TV St. Joseph, Mo., and 20% of KGLC Miami, Okla.

Marvin Kratter, New York realtor, filed for San Francisco uhf, proposing 16.8 kw with antenna 481 ft. above average terrain located atop Mark Hopkins Hotel. Construction costs estimated at $85,755, with first year operation expenses $175,000. Mr. Kratter also applicant for ch. 11 Fargo, N. D. [B•T, Jan. 14].

Nelson Buys WKTL for $55,000

SALE of WKTL Kendallville, Ind. (250 w, daytime on 1570 kc), by Charles R. Palmquist Jr. to Ted Nelson for $55,000 announced Friday. Mr. Nelson, former manager of WFIE-AM-TV Evansville, Ind., has majority interests in WOHP Bellefontaine, Ohio, and WILO Frankfort, Ind. Transaction handled by Blackburn-Hamilton Co., station broker.

Poransky In for Muntz at Muntz

APPOINTMENT of Walter Poransky as general manager in full charge of all Muntz Tv Inc. operations reported Friday following resignation of Earl W. Muntz as president of tv set manufacturing firm. In tv field since 1948, Mr. Muntz gave no reason for resignation. Mr. Poransky is president of Poray Inc., Chicago metal stamping firm.

GE Shifts Hanna to Head Industrial Heating Department

ROBERT B. HANNA, manager of General Electric Co. broadcasting stations department (WGY-WGFM [FM]-WRGB [TV] Schenectady, N. Y., and short-wave outlets), has been appointed general manager of GE's industrial heating department in Shelbyville, Ind., effective March 1. He will resign as NARTB Dist. 2 director, representing New York and New Jersey on Radio Board and will not attend this week's board meeting in Miami.

Harold E. Strang, GE vice president, said no successor to broadcast post has been named. Mr. Hanna has been in charge of GE broadcast stations since 1949 and was named department manager in 1951. He has served also as president-general manager of Maqua Co., GE printing affiliate, since 1955.

Chicago Paper Loads for Bear, Out to Stop Video Violence

TWIN-BARRELED attack being mounted by *Chicago Daily News* against television is raising eyebrows in local trade circles. Avid campaigner for years against alleged violence in children's programs, Knight newspaper radio-tv column has accelerated drive by (1) printing culpable sponsors' names and addresses and (2) more recently, by listing network tv programs (with sponsors) cancelled or being dropped.

Theme of "high mortality" rate among shows, authorities note, is similar to tack frequently taken by Newspaper Adv. Executives Assn. [B•T, Jan. 28]. *News* is owned by John S. Knight interests, which also has radio-tv holdings.

St. Petersburg Asks Educators To Exchange Ch. 3 for Ch. 38

RECOMMENDATION that St. Petersburg-Tampa educational tv exponents agree to join in switch of educational reservation from ch. 3 to ch. 38 has been made by St. Petersburg City Manager Ross E. Windom. City now operates ABC-affiliated WSUN-TV on ch. 38, claims approximately 250,000 conversions compared to 350,000 vhf sets claimed by rival ch. 8 WFLA-TV (NBC) and ch. 13 WTVT (TV) (CBS). In proposal to West Coast of Florida Educational Tv Inc. (headed by Robert Guthrie, local businessman), St. Petersburg official offered one hour daily immediately on WSUN-TV facilities pending changeover; also proposed to turn over 270 kw transmitter and antenna worth about $200,000 when and if facilities swap is okayed by FCC. WSUN-TV began operating May 1953, has cost city $500,000 in capital investment and is breaking even now, according to Fred P. Shawn, general manager.

UPCOMING

February

Feb. 4-6: Marketing conference, American Management Assn., Hotel Statler, New York.

Feb. 6-8: NARTB Board, Hollywood Beach Hotel, Hollywood, Fla.

Feb. 8: Annual radio-tv news short course, School of Journalism, U. of Minnesota, Minneapolis.

For other Upcomings see page 133.

PEOPLE

HERBERT T. BRUNN Friday elected vice president-administration for RCA International Div. Mr. Brunn previously was RCA staff assistant general attorney for manufacturing and service divisions, Camden, N. J. In new post, he will be responsible for finance, personnel, law, materials and service, as well as customer and public relations of International Div.

EDWARD H. CALHOUN, account supervisor on J. A. Folger & Co. (coffee), and **JACK E. RICE JR.** of new business staff expected to be made vice presidents of Cunningham & Walsh this week.

FRANK CRANE will join KPOP Los Angeles as director of national sales and merchandising Feb. 15, day his resignation as president of Southern California Broadcasters Assn. becomes effective. Mr. Crane currently is president of Hollywood Advertising Club and board member of Hollywood Chamber of Commerce.

• BUSINESS BRIEFLY

Continues from page 7

Smith & Ross while Goodyear is handled by Young & Rubicam, both N. Y.

TV POLICY • Lumberman's Mutual (fire and casualty insurance), Chicago, reportedly has purchased half-sponsorship of series of three collegiate basketball tournament games on CBS-TV Saturday afternoons in March. Included are two National Invitational and one NCAA game on 110 stations. Agency: John W. Shaw Adv., Chicago. Television Bureau of Advertising has been actively engaged in prodding insurance firms, such as Lumberman's, to enter tv medium.

BIBLE TEST • Cambridge U. Press (St. James Version Bibles), N. Y., making extended use of radio in test campaign of indefinite length planned for spring in South, Midwest and Far West. Cambridge has used radio only once before (on one Louisville, Ky., station). Agency: Lewin, Williams & Saylor, N. Y.

FIFTH FOR YOUNG • Finishing touches being applied on formation of new—and fifth—station representative firm under aegis of Adam Young. New company will represent radio stations in markets below approximately top 50; will have separtate staffing, operate individually as do other four: Adam Young Inc. (radio and now to represent stations in larger markets); Young Television Corp. (tv); Young International Ltd., and Canadian Station Representatives Ltd.

QUAKER WILL STAY • Far from retrenching in network tv, Quaker Oats Co. (for its Ken-L products) will continue part sponsorship of NBC-TV's *Caesar's Hour* at least 'til summer hiatus and also is looking into daytime television, with talks presumably involving CBS-TV. Quaker to fulfill commitments for 39 weeks (series is aired three out of four Saturdays), despite reports of cancellation effective in February. Agency: Needham, Louis & Brorby, Chicago.

DARE IN PA. • Garrett & Co. (Virginia Dare wines), Brooklyn, N. Y., starting radio spot campaign in Scranton, Erie, Wilkes-Barre and Pittsburgh next Sunday. Agency: MacManus, John & Adams, N. Y.

CUTBACK AT KUDNER • Kudner Adv., N. Y., which lost two major television accounts within past two months—U. S. Tobacco and Texaco—has dropped at least eight employes, timebuyers and production personnel.

the week in brief

CLASSIC TEST OF SEC. 315

WDAY-TV named in $150,000 libel action because it stuck to requirements of political broadcast section 27

FEATURE FILMS BIG YEAR?

Warner-Lambert's major purchase and showing of optimism by distributors forecasts increased interest. Agencies tend to be cautious 29

NTA LANDS MAJOR SPONSOR

Warner-Lambert contracts for $2.7 million series of one-hour feature film on 128 stations. Will total $10 million if options are exercised 30

JWT READY FOR COLOR TV

Agency shows its progress in anticipation of new medium's development to major competitive position within two years 30

KNOW ACCOUNTS, BUYERS TOLD

G. A. Vernon of J. Walter Thompson says intimate familiarity with sponsor's marketing is needed, as well as media data 36

SHORTER, PITHIER COPY DUE

Next decade will bring about important changes in advertising, says Jack Tarcher of Lennen & Newell. More ingenuity will be required 36

HAMM PLANS 55-MARKET TV

Brewery instructs agency to look for availabilities for its newly purchased 'Harbor Command' film. Estimated $1.5 million billing one of largest pre-release projects 42

ABC-TV MOVES FORWARD

New talent acquired. Gene Accas and Jason Rabinovitz are named to key administrative posts by Treyz. Chevrolet account signed 48

NBC-TV MEETS ABC-TV BIDS

Network moves to counteract efforts to lure affiliates. Gains in NBC-TV's daytime program ratings and sponsorships emphasized 50

MBS NEWS PLAN GETS NOD

Affiliate group shows enthusiasm for new format involving half-hourly newscasts plus present programs and emphasis on Washington news 56

CLERICS DEMAND PAID TIME

National Religious Broadcasters reaffirm right of access to radio-tv facilities on sponsored basis. National Council of Churches criticized 61

PETRY REACHES 25th YEAR

First of major exclusive national representative firms celebrates silver anniversary. Brought order into chaotic spot buying 68

POLITICAL BILL: $10 MILLION

Reports to Senate show cost of last autumn's campaigning. Breakdowns of expenditures by stations, networks and areas listed 78

COURT UPHOLDS WGMS SALE

Dismisses petition by L. M. C. Smith group contesting transfer of Washington station to RKO Teleradio Pictures for $400,000 86

CBS REPLIES TO MOORE

Network tells Senate committee that KTTV (TV) head misquoted and misapplied some of network's statements. Gives detailed answers to many points 90

departments

Advertisers & Agencies	29	For the Record	124	On All Accounts	24
At Deadline	7	Government	78	Open Mike	18
Awards	119	In Public Interest	110	Our Respects	22
Closed Circuit	5	In Review	14	Personnel Relations	100
Colorcasting	32	International	120	Program Services	120
Editorial	134	Lead Story	27	Programs & Promotion	122
Education	76	Manufacturing	60	Ratings	38
Film	42	Milestones	110	Stations	66
		Networks	48	Trade Assns.	61

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*Reg. U. S. Patent Office

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A FABLE OF PROFITS*

(and to hell with Aesop)

ONCE UPON A TIME there was a station manager who was just like a little Ground Hog. He was dejected, morose, moody and afraid to look at shadows, especially those falling on his billings.

Then one dark day when he was out walking through the Madison Avenue woods, the Bolling man stopped him and explained all of the latest wonders, including... the full billfold.* Today he's perky, carefree and in the chips.

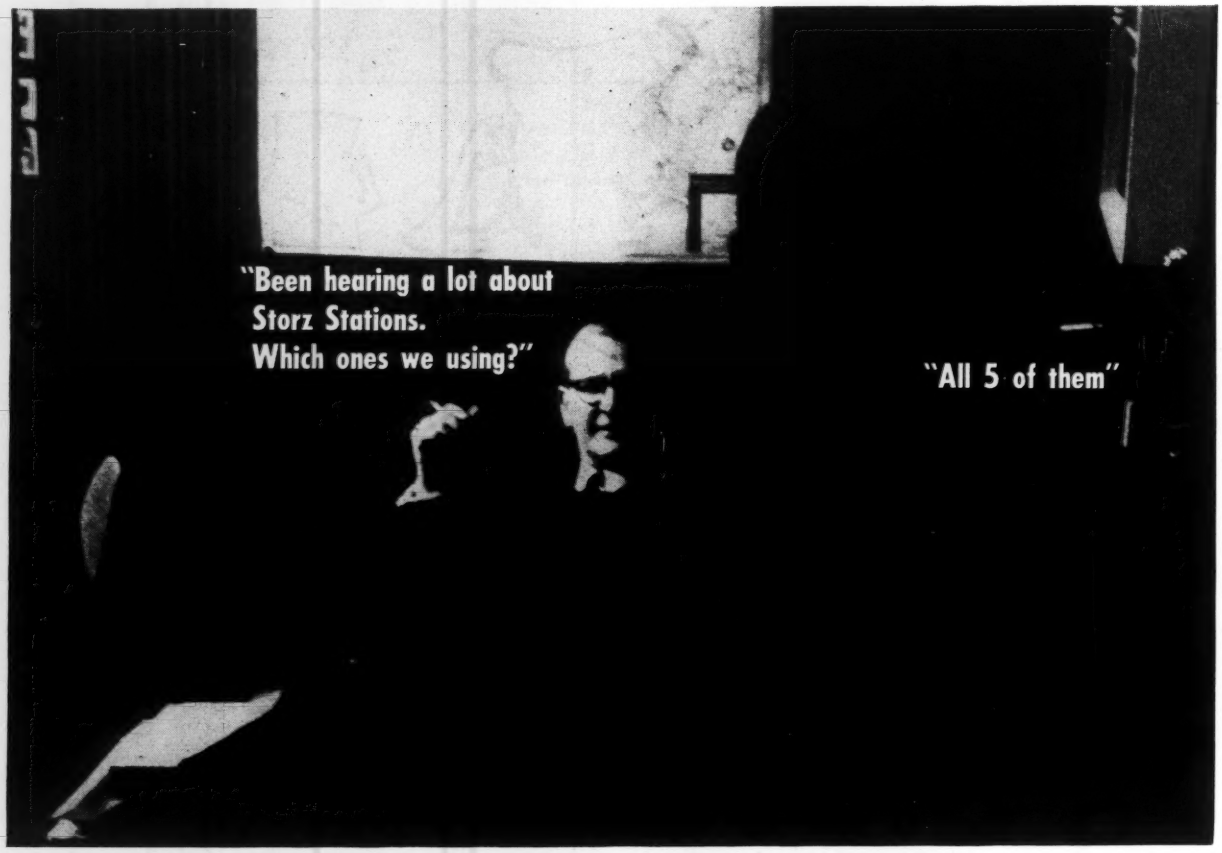
The moral of this story is... the station manager isn't half as afraid of his shadow as he is of being left alone in the dark.

**If there's a shadow of a doubt you should see us.*

THE BOLLING COMPANY INC.

247 PARK AVENUE, NEW YORK CITY, N. Y.

BOSTON • CHICAGO • SAN FRANCISCO • LOS ANGELES



In any of these 5 important markets . . . you talk to the big audiences with the "Storz Station"!

MINNEAPOLIS-ST. PAUL . . . with WDGY. January, 1957 Trendex puts WDGY first! Hooper, Nielsen, Pulse *and* a host of Twin Cities advertisers agree that WDGY has the big audience for those big results! See JOHN BLAIR or WDGY GM STEVE LABUNSKI.

OMAHA . . . with KOWH. Now in its sixth year of first place dominance. First on latest Hooper, Pulse and Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager VIRGIL SHARPE.

KANSAS CITY . . . with WHB. First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See JOHN BLAIR or WHB GM GEORGE W. ARMSTRONG.

NEW ORLEANS . . . with WTIX. Month after month WTIX maintains or widens its first place position in New Orleans listening. First by a wide margin, per latest Hooper. And wait 'til you see that newest Pulse. Ask ADAM YOUNG INC., or WTIX GM FRED BERTHELSON.

MIAMI . . . with WQAM. It's Happened! With "Storz Station" programming WQAM has leaped to first in the morning 26.6% average share) . . . first afternoon (32.6%) . . . and all day on latest Hooper. Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ
President

at WHB . . . 87% renewal

87% of WHB's largest billing local accounts in 1955 . . . renewed in 1956.

Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station programming quality attracts tremendous audiences—which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's *results station*. So much so, that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the man from BLAIR, or WHB General Manager, GEORGE W. ARMSTRONG.

Latest
METRO PULSE
WHB first all day and night. WHB first 360 out of 360 quarter-hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.

Latest
AREA PULSE
WHB first all day, WHB first 263 out of 288 quarter-hours. 25 second place ¼'s, none lower. Mon.-Sat., 6 a.m.-midnight.

Latest
AREA NIELSEN
WHB first all day and night, with 42.7% share of audience. WHB first every time period. Mon.-Sat., 6 a.m.-6 p.m.

Latest
HOOPER
WHB first all day with 42.2% of audience. June-Sept., 4-month average Mon.-Fri., 7 a.m.-6 p.m.; Sat. 8 a.m.-6 p.m.

WHB
10,000 watts—710 kcs
Kansas City, Missouri

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

HAWKEYE
AND THE
LAST OF THE
MOHICANS
starring
John HART
Lon CHANEY

James Fenimore Cooper's all-family classic has a ready-made audience. Hawkeye's everybody's idol! Thrilling outdoor action—an "Eastern" filmed on location in actual French-Indian War Country. You get better sponsor identification. Excellent markets still available. Wire or phone collect right now for your market before another sponsor beats you to it.

tpa

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

IN REVIEW

TONIGHT!

THERE was a day when early risers scheduled early evening naps so they could stay up for *Tonight*. It could go on as NBC-TV's new version of *Tonight! (sic)* beguiles insomniacs and those who feed on gossip columns. We doubt it.

Unlike its studio-bound predecessor, the new *Tonight* races around the country like a sighted *Monitor*, picking up nonsense at Hollywood parties, gambling casinos and night owl beauty parlors, offering awesome glimpses of atomic robots, helicopter taxis, bits of music, sports, drama and wisdom. It's an incredible buffet, some of it digestible, even delectable, some of it not.

This new format probably was inevitable. It represents maximum physical use of the medium, and many viewers will accept it in the name of progress. But some may balk at the features that don't go down easily. One such is the show's subservience to print. The stars, except for m.c. Jack Lescoulie, are all columnists, replete with the notebook badge. And some of the quotes they got from guests the first of the week (Dean Martin's tirade against Jerry Lewis, the hair-raising interview with Jayne Mansfield) would probably be quashed before they ever got into print.

Another sour note in the show's new score is the viewer's nervous misgiving that some party interviewees are not at their sober best. But maybe there's no way out of this in a show that attempts to portray "America After Dark."

There are indications that the revised *Tonight* will shake down into something seaworthy. The fact the print-oriented stars pocketed their notes by the second night of the new production is a hopeful sign they may master the visual art.

Sponsored by participating advertisers on NBC-TV, Mon.-Fri. (11:15 p.m. to 1 a.m. EST; 11 p.m.-midnight CST, 11:30 p.m.-12:30 a.m. PST).

Cast: Host and star, Jack Lescoulie; columnists: Bob Considine, International News Service, N. Y.; Hy Gardner, New York Herald Tribune; *Earl Wilson,* New York Post *and Hall Syndicate; Irv Kupcinet,* Chicago Sun-Times; *Paul Coates,* Los Angeles Mirror-News; *Vernon Scott, United Press, Hollywood.*

Executive producer: Dick Linkroum; producer: Norman Frank.

THIS IS GALEN DRAKE

SO far as we're concerned, should we ever want to sell a Frigidaire to an Eskimo, the first guy we'd call upon would be Galen Drake, nee Forrest Rucker. Long a fixture on CBS Radio (and its WCBS New York) as spokesman for the Housewives Protective League, Mr. Drake—one of the most professional "soft-sell" pitchmen on the air—has often made us go right out—tonight—for that jar of Brand X. And gladly, to boot.

In his new role of program m.c., however, Mr. Drake could stand to take a lesson or two from Arthur Godfrey. Granted, his program has something for everyone—anecdotes, singing, celebrity interviews, sly digs at the benevolent sponsor, homespun philosophy—and probably wouldn't offend anyone. But somehow all this doesn't come off too well. It would seem as if Mr. Drake's little (30 min.) potpourri suffers from an inferiority complex—of trying to beat Mr. Godfrey at his own game. Where Galen Drake, as the unseen voice emanating from our crystal set, is smooth and compelling, Galen Drake on tv seems nervous and often mawkish. Perhaps the trouble is that this is not a tv program *per se* but a radio show thrust before live cameras.

Be that as it may, the fact remained that 30 seconds after the closing credits were spun off, we were halfway out the door and off to our friendly grocer's for that jar of Skippy peanut butter.

Production costs: $18,000.

Sponsored by Best Foods (Skippy peanut butter, Nucoa margarine), through Guild, Bascom & Bonfigli, San Francisco, on ABC-TV, Sat., 7-7:30 p.m.

Producer-director: Don Appell; writer: Doug McCrea; stars: Galen Drake, Stuart Foster, and Rita Ellis.

HOLD THAT NOTE

THERE are two mysteries behind NBC-TV's new *Hold That Note*. The first is why *Break the $250,000 Bank*, which it replaces, was scrapped in mid-stream. The second is why, in a time when quiz programs are concentrating on intellectual candidates and tough questions, the network elected to return to the old gambit of identifying songs.

Whatever the reasons, the result is lackluster programming. The show's greatest claim to fame was contestant Ethel Waters, who went on *Bank* several weeks ago after telling the world that she was broke. That claim was eliminated with her last Tuesday when a college student beat her out in the evening's second round. She earlier had eliminated bandleader Bobby Sherwood, in what can most kindly be described as a suspicious contest. Mr. Sherwood who by profession should win hands down over almost anyone, couldn't identify "Banana Boat Song," "Lady of Spain" and "Dardanella."

As for Miss Water's she took her loss philosophically. She also took home $20,400 in winnings from her appearances on *Bank* and *Note*.

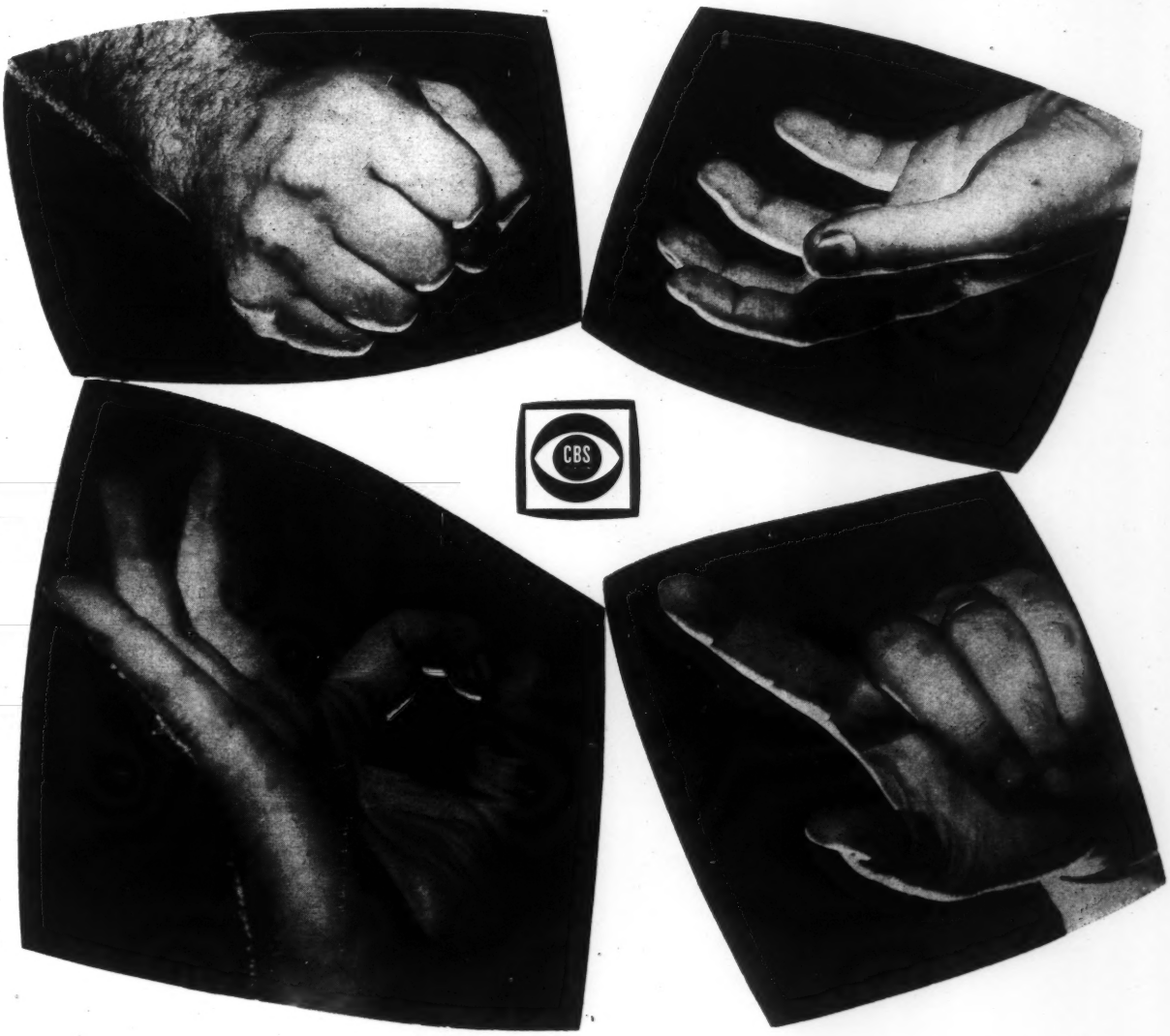
Production costs: $25,000 to $30,000.

Sponsored by Lanolin Plus through Russel M. Seeds on NBC-TV, Tues., 10:30-11 p.m.

Executive producer: Ed Wolf; producer: Jack Rubin; director: Lloyd Gross; music director: Peter Van Steedin; quiz master: Bert Parks; announcer: Johnny Olson; paying teller: Janis Gilbert; associate producer: Alan Gilbert.

DREW PEARSON REPORTS ON THE HOLY LAND

NBC-TV took on Col. Gamal Abdel Nasser and the entire Arab League Jan. 27. In a frankly biased report on Israel, filmed on location by columnist Drew Pearson and Baruch Dienar's Orb Films, NBC in effect pledged its allegiance to David Ben-Gurion,



OLD HANDS IN A YOUNG INDUSTRY

Once you've made the spot buy on WNCT, they take over in your behalf. These are the skilled hands of a TV pioneer's experienced staff, any one of whom could qualify as your right-hand man or Gal Friday.

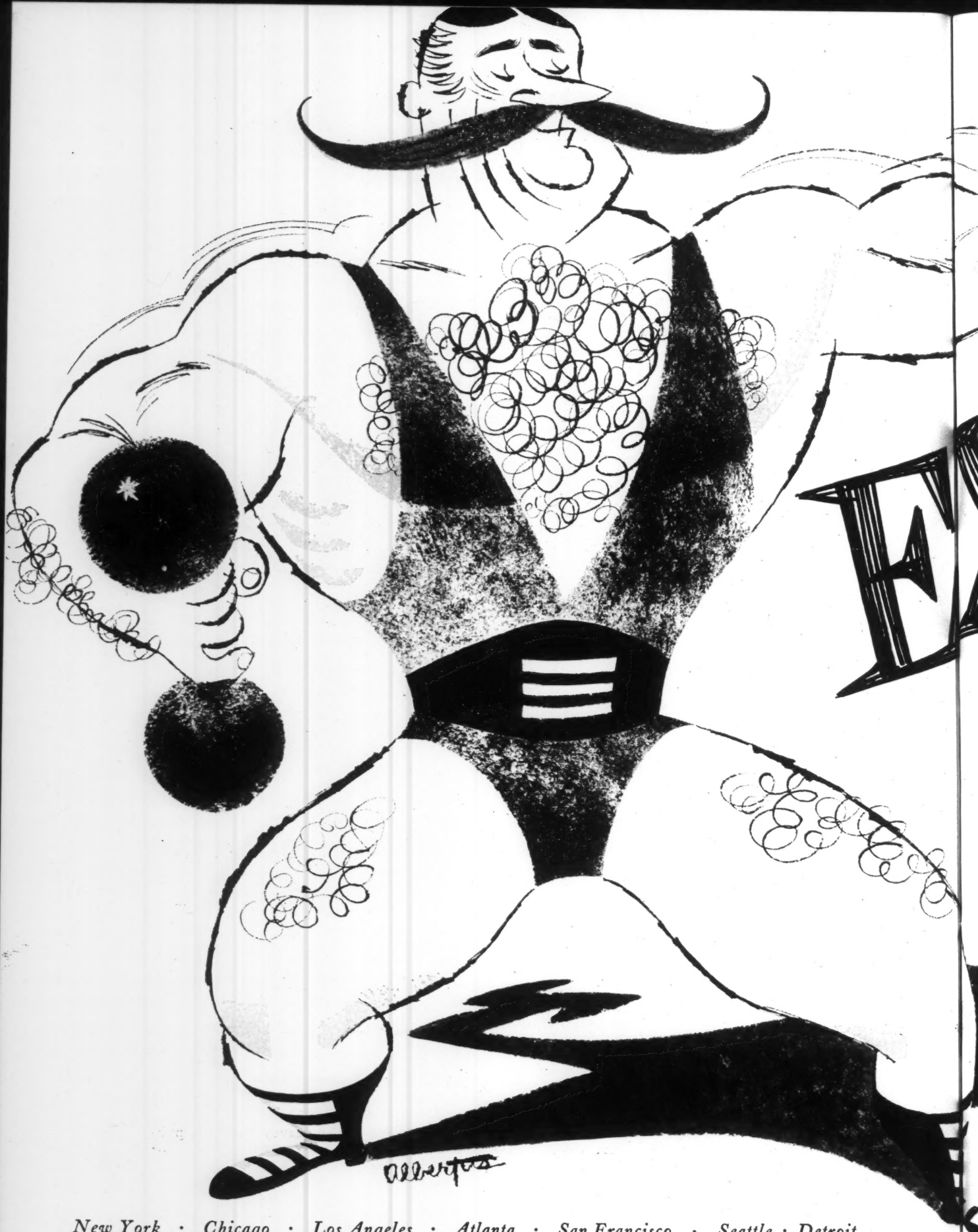
They are the hidden part of your purchase of TV station time, working in the area Hollywood christened "Behind-The-Scenes". And yet, so few buyers ever see it or give it consideration.

Their job is to get your message on the air as you would if you could do it yourself.

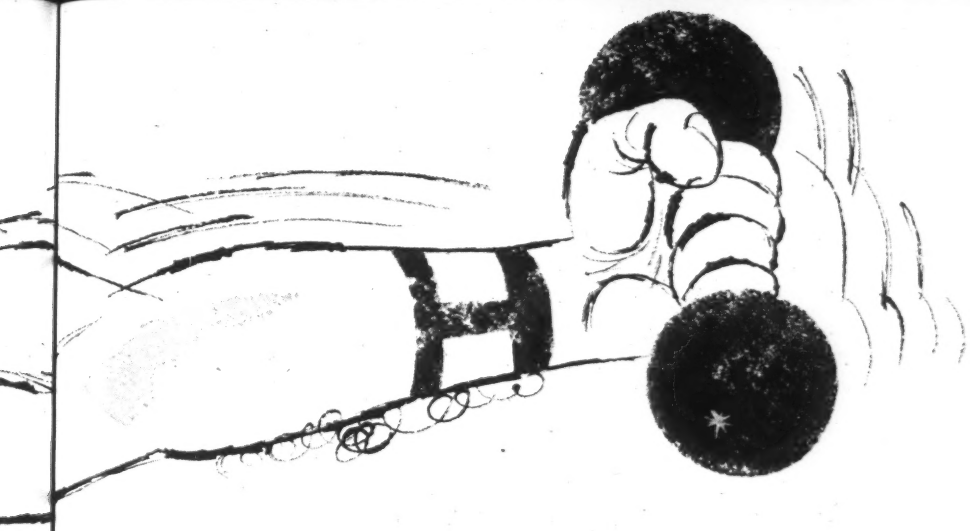
Neither surveys nor industry reference books list this information. However, those who have used WNCT know of it from personal experience.

WNCT Greenville ★ N. C.
channel 9 PRIMARY CBS AFF.
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
REPRESENTED NATIONALLY BY HOLLINGBERY

FOOTNOTE: Pulse and Nielsen, old hands in the survey business, published figures verifying that WNCT is Eastern Carolina's #1 TV station. The Hollingbery man can place this data in your hands.



New York · Chicago · Los Angeles · Atlanta · San Francisco · Seattle · Detroit



EXERCISE

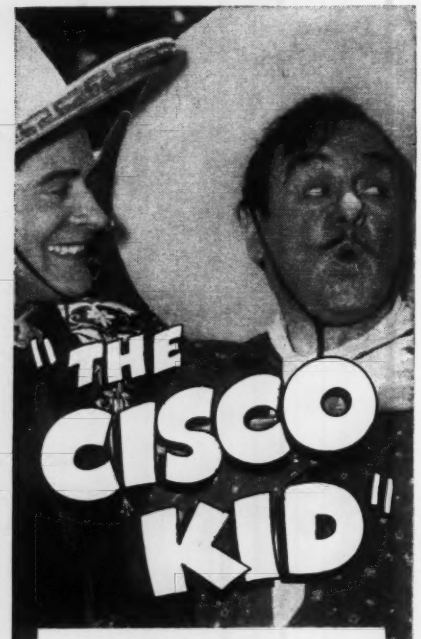
makes strong men!

Whether it's on Madison Avenue, or Boule Miche—on Montgomery Street, or the famed Peachtree Street down South—you will find the Hollingbery men out "selling." Twenty years ago the Hollingbery Company was started by a salesman, and "selling" has been the keynote ever since. This means every station is ably represented and every prospect completely covered. This day in, day out selling exercise makes strong salesmen and strong salesmen make more sales—the real purpose of a National Sales Representative.

We repeat, EXERCISE MAKES STRONG MEN.

Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country.



South Carolina Meat Packers Sales Rocket!

KINGAN MEATS, through Lindsey and Co., reports:

"The Cisco Kid played a large part in the most successful promotion we have ever run . . . While I will not give you the actual percentage of sales increase, I can tell you that the sales increases were very substantial."

Ask to see more success stories of THE WORLD'S GREATEST SALESMAN! "THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York Chicago Cincinnati Hollywood

IN REVIEW

and by doing so, probably incurred the complete wrath of the Arab Information Office and its vast, smoothly-oiled lobbying machine. Despite the fact that "Drew Pearson Reports . . ." may have said many things that needed saying, it seems to this reviewer that the Arabs now have an incontestable right to demand—and get—equal time.

The network apparently is prepared for this. It was indicated that the film was personally screened and approved by NBC's high command. Israel's ambassador to the U. S., Abba Eban, told B•T that he too had seen an advance screening and found it "superlative in concept."

No doubt. As visual propaganda for Israel, Mr. Pearson's report lacked nothing. As a document, it left us with mixed emotions. While shocking to the eye with its gruesome panorama of death and destruction inflicted upon Israel by the Egyptian "Fedayeen" raiders, with close-up shots of Russian and Czech arms abandoned to the Israelis by the Egyptians during the heat of last autumn's Sinai campaign, it disturbed us with its naivete and sheer prejudice. When Mr. Pearson wasn't tossing off platitudes, he was forging ahead with leading questions. (Repeatedly, he would ask of his subjects, "What does Israel need most?" and just as inevitably, the reply was "peace." We cannot argue with this sentiment, but we do object to the almost boring consistency of the question).

Sustaining on NBC-TV, Jan. 27, 3-4 p.m. EST.

Producer-director: Baruch Dienar; photographer: Rolth M. Kneller; asst.: Eli Levy; editors: Ivan Lengyel, Dan Shick, M. Schuval, Mary Shemesh; production manager: Mati Raaz, Amram Zur; sound: Dov Zimmer. An ORB Films production shot in Israel.

SEEN & HEARD

If radio drama's supposed to be a dead thing, we suggest somebody had better tell CBS. For consistently hot radio—material that would make tv drama look to its laurels—we cite as case-in-point the 4-5 p.m. EST time period Sundays following the broadcast of the N. Y. Philharmonic Symphony Society concerts from Carnegie Hall. The programs: *CBS Radio Workshop* and *Suspense*—both professionally conceived and executed and boasting a batting average that even Mickey Mantle would be envious of.

Mixed feeling department: Franchot Tone and all concerned turned in a brilliant performance on last Tuesday's "Throw Me a Rope" (*Kaiser Aluminum Hour*, NBC-TV). It was a story of high-salaried publishing executive out of a job, and his tribulations in finding another (strongly reminiscent of "They Tell Me I'm Too Good to Hire," article written anonymously for B•T by a broadcasting executive, Nov. 28, 1955). It was enjoyable right up to the end, when it ran out either of time or plot. A friend simply gave him a job, causing the viewer to wonder what all the stir was about.

OPEN MIKE

Testimonial

EDITOR:

PLEASE STOP THE AVALANCHE. STOP. WANT THE AD TO STOP. YOUR RESULTS DON'T STOP. REGARDS.

Bud Rogers, President
WSAZ-AM-TV Huntington, W. Va.

[EDITOR'S NOTE: Mr. Rogers refers to results from a "blind" classified ad.]

Plaudits for the Critic

EDITOR:

I've been wanting to write for some time to comment on the reviews in your IN REVIEW section.

They're unusually good!

Somewhere along the way you put somebody on this chore who has brought to it not only a fine critical sense, but a fine writing style, as well.

Whoever he (or she) is, the reviews show every evidence of adult judgment. And something that's so often lacking in such reviews—constructive criticism.

Do you purposely keep him (or her or them) anonymous? I'd like, if possible, to know who is writing them. At any rate, please give my congratulations and plaudits to the responsible person.

Jules Dundes
V. P., Station Administration
CBS Radio, New York

[EDITOR'S NOTE: B•T purposely keeps its reviewers anonymous, in the belief that this tends to keep pressures off individual writers. Several staffers are regular contributors to that department, subject to control by B•T's editors.]

Setting Record Straight

EDITOR:

The ratings box on page 43 of the [Jan. 21] issue has a glaring error. It lists the *Jack Benny Christmas Show* as being sponsored by Insurance Co. of North America, with N. W. Ayer as agency. This show was conceived and sold by MJA to our worthy client, Minnesota Mining & Mfg. Co.!

William R. Seth, Tv Account Supervisor
MacManus, John & Adams, New York

So What's $600,000

EDITOR:

. . . I want to compliment your publication on the handling of this story [regarding the Allied Stores-DuPont-RCA color caravan, B•T, Jan. 21].

There was one error concerning the cost of the caravan. The correct figure should have read $150,000, not $750,000.

Edward M. Stanton
Alan W. Bell Co., Public Relations
New York

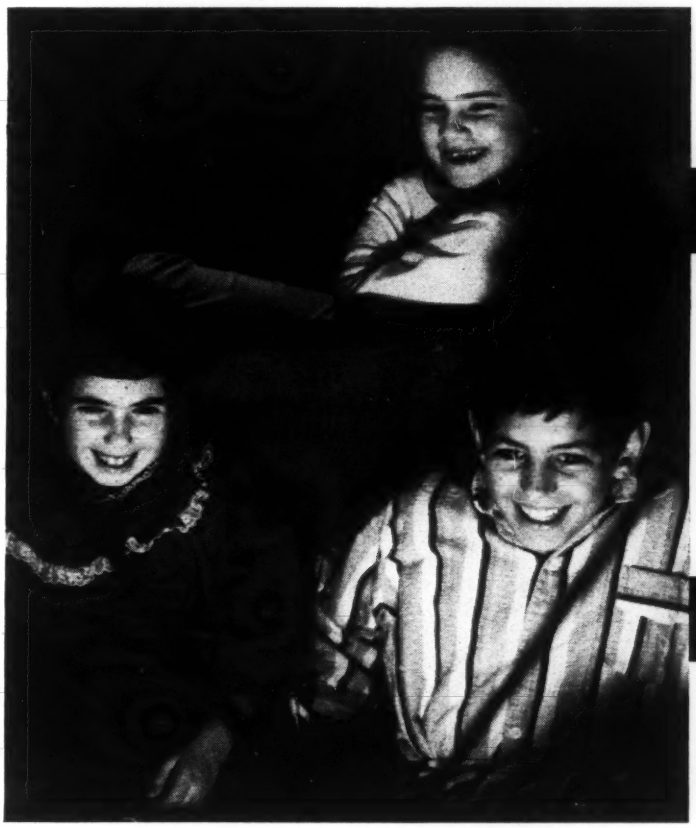
Thanks From a Reader

EDITOR:

Thank you very much indeed for a profile which my friends seemed to enjoy [OUR RESPECTS, Jan. 14].

Robert P. Mountain
V.P., Dir. of Radio-Tv
Young & Rubicam, New York

AS RECENT A RISE AS TELEVISION...ONLY MORE PEOPLE HAVE IT



THE HEALTH INSURANCE INSTITUTE

THE rise of television in the last decade has been as swift as it has been far-reaching. Already there are 36,500,000 television homes in the country.

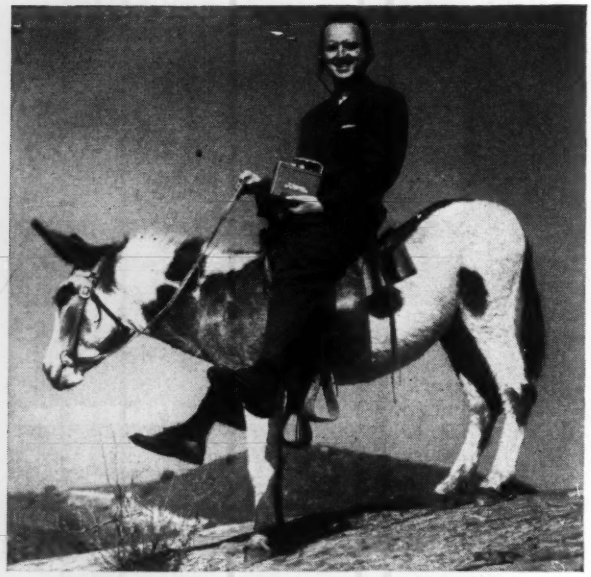
But the pace of voluntary health insurance in the United States has been equally spectacular. In fact, even more Americans have it—60 million Americans are covered by insurance companies for hospital protection alone—plus the millions of persons insured for surgical expense, medical expense, and loss-of-income. And most of this growth has come in recent years, the TV years.

While every step of the meteoric rise of television has been highly publicized, far less attention has been paid to the nationwide swing to voluntary health insurance. We believe this is a truly sound and impressive story of a people determined to help protect themselves against the financial losses and expenses incurred by illness and injury.

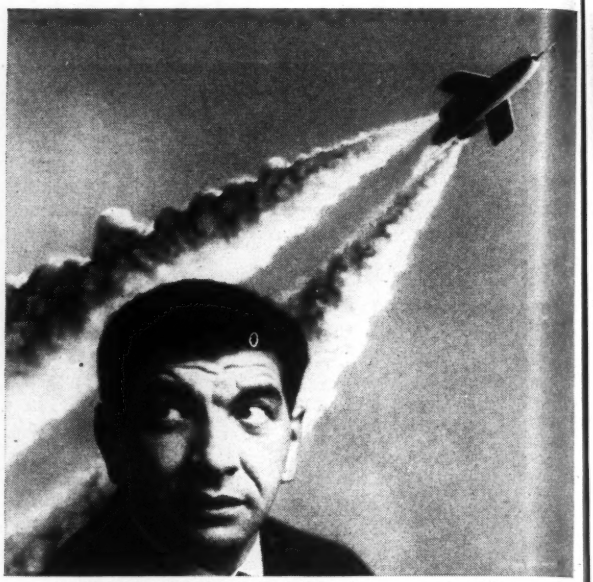
Serving as a central source of health insurance information for the public on behalf of the nation's insurance companies, we hope to interpret the exciting advances still ahead with clarity, insight, and accuracy so that, with the help of the country's communication channels, they will become an inspiration and example to the American public.

THE HEALTH INSURANCE INSTITUTE

488 MADISON AVENUE NEW YORK 22, NEW YORK



"GEIGER COUNTER for $98.50 caused buying rushes and regular use of Air Express," says the President of The Detectron Corp., J. L. Cassingham.



"GUIDED MISSILE PARTS always meet military schedules — thanks to Air Express," says Vincent Sillitta, Traffic Manager, Clarostat Mfg. Co., Inc.

"THUNDERBIRD preview color prints get delivered on time by Air Express," says Joseph H. Snyder, President, Color Corp. of America.

"BUYING RUSHES on top-fashion bathing suits are always met by sure Air Express delivery," says Board Chairman of Catalina, Inc., A. Louis Oresman.

Which one has the answer to your problem?

These men are "problem solvers"!

They cut down warehousing spare parts — open up new markets — launch advertising programs in 48 states at once! They beat local competition anywhere in the country!

In short, they use Air Express regularly!

And Air Express can solve a lot of similar problems for you. Your product — or samples, models and promotions — can move from your own door to your customer in a few hours.

Today, Air Express is expanding its fleet of two-way

"NEVER LOST A SHIRT YET because Air Express carries our samples country-wide," says the President of Manhattan Shirt Co., Sylvan Geismar.

"MILLION DOLLAR MENU, possible because Air Express carries our Chinese food samples nationwide," says Jeno Paulucci, President of Chun King Sales, Inc.

"TOURNAMENT CLUBS arrive on time anywhere in the U. S. A. when sent Air Express," says Henry P. Cowen, President, MacGregor Golf Co.

"WE STOP BURGLARS, shipping parts for our alarm systems Air Express," says J. B. Rustic, General Superintendent, American District Telegraph Co.

radio-equipped trucks for pick-up and delivery — cutting time by more than *half* in many markets.

In addition, a private closed-circuit teletype service links the nation's key cities together in a single Air Express network — tied in with scores of other communities. Shipments throughout the country can be "pin-point" located and controlled all along their route!

Yet, most Air Express shipments cost less than with any other complete air service!

For a faster, surer, more far-reaching delivery system — for information and service — just call your local Railway Express Agency and ask for Air Express.

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

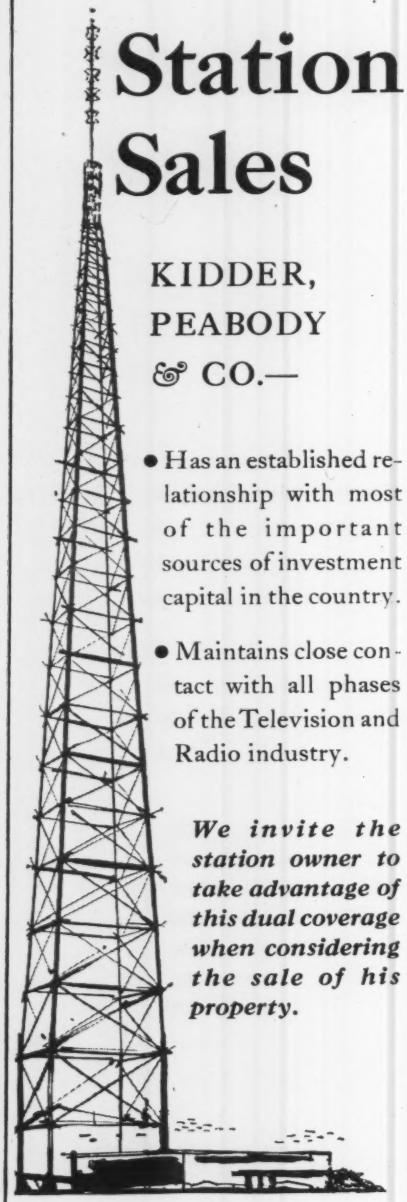
CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

Station Sales

KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.



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First National Bank Building
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our respects

to EDWARD EVERETT VOYNOW

"COLOSSAL" is the word used by pioneer station representative Ed Voynow to describe probably his "greatest thrill"—that of selling a $2 million spot radio schedule to Plymouth nearly 27 years ago.

"This would be quite a sale even today, but in 1930, in the depression, a few dollars bought a great deal of radio time," he recalls nostalgically, discussing experiences which antedated his quarter-century with Edward Petry & Co.

After five years of "time-brokering" with National Radio Adv., Mr. Voynow joined with Mr. Petry as a principal partner—and the rest is 25 years of station representative history (see story this issue).

Today, Edward Voynow is executive vice president, as well as one of the principal partners, with supervision of Petry's Chicago and five other branch offices and top-level station relations responsibilities.

Edward Everett Voynow's career in electronic media, including his development of the country's first recorded radio program, had its roots in Hearst journalistic enterprises. Born in Chicago on June 4, 1903, he attended the U. of Illinois in Urbana, graduating with a journalism degree in 1922. For two years he was a newspaper reporter and served as classified, local and national advertising salesman with the old *Chicago Herald-Examiner*.

In 1924 he joined McJunkin Adv. Agency as copywriter and account service representative, working on the Orange Crush account and later moving over to Orange Crush Co. as advertising manager. He was appointed promotion manager of King Features Syndicate in late 1925, working out of its New York office. He returned to Chicago in February 1927 to marry the former Romola Schutz and become associated with National Radio Adv., pioneer "time broker."

Mr. Voynow's decision to enter radio was prompted by two factors: (1) receivers had progressed from the ear-phone and crystal set stage to "all electric," making it "easy to listen"; (2) he was impressed, after agency training, with the ease of placing copy and programs on stations compared to the chore of preparing copy and plates weeks in advance for print media.

Shortly after joining National, Mr. Voynow conceived and developed the idea of putting a radio program on phonograph records. He and his associates used seven 12-inch 78 rpms for a half-hour show. They located double turn-table equipment in movie houses (only one talkie had been made and released at that time) and arranged for its purchase. National was forced by economic circumstances to place the equipment free at radio stations, which felt they might not recover the $1,000 cost from shows sold by the firm. (Advertisers wouldn't buy unless the stations were "delivered").

Maytag Washing Machine Co. was the first client to use recorded, half-hour dramas —a series using original plays by top-name authors. The first program was beset with problems (author Courtney Riley Cooper was late finishing the script, complaining it was difficult to constantly bear in mind that his play "could only be heard and not seen," Mr. Voynow recalls). There were other difficulties; that of simulating the "roar of an angry leopard" in the absence of any known sound effects and that of getting cast members up before the solo microphone (from which came, eventually, the mixing panel).

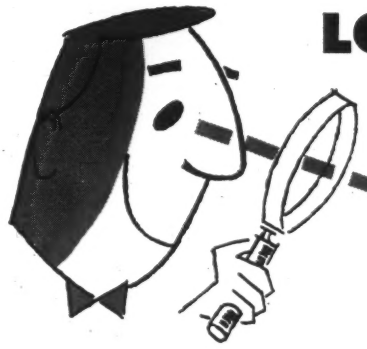
Armed with a sample program, machine and a sale, and knowledge of need for ad agency cooperation, Mr. Voynow toured radio stations and set up a "second 15% commission" arrangement for sales representatives. Stations agreed to the method he notes, because without National's reproduction machine, they couldn't play the records to meet other station competition.

After joining Petry in 1932 Mr. Voynow opened western offices in Chicago, Detroit and elsewhere. He was elected executive vice president in 1951.

Mr. Voynow is optimistic about spot radio in 1957 but evinces concern over competitive aspects of spot tv, particularly in view of the growing emergence of feature film.

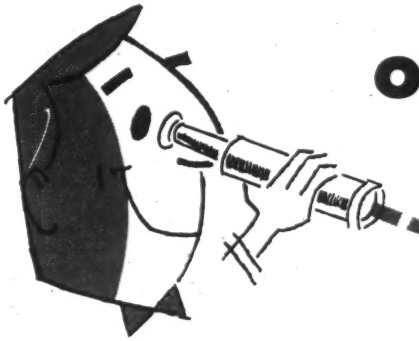
Mr. Voynow joined the U.S. Air Force as a lieutenant in June 1942, serving with the 58th Bomb Wing (B-29s) in China and India, and had reached the rank of colonel by July 1945. He served as Air Force liaison officer attached to the Joint and Combined Chiefs in Washington, D. C.

Mr. and Mrs. Voynow live on Chicago's near north side. He belongs to the local Standard and Tavern Clubs, Lotos Club of New York, Broadcast Adv. Club of Chicago and the Thunderbird Golf Club and Tamarisk Country Club in Palm Springs, California. They have two children—Ann, 19, soon to be married, and Edward Jr., 11.



LOOK AT IT THIS WAY...

*11 OF THE TOP 15 SHOWS IN ROCHESTER are on Channel 10!



OR THIS WAY...

*66% OF ROCHESTER'S MORNING VIEWERS

*53% OF ROCHESTER'S AFTERNOON VIEWERS

*55% OF ROCHESTER'S EVENING VIEWERS

SUNDAY THROUGH SATURDAY!

OR THIS WAY...

OUT OF 570 COMPETITIVE QUARTER-HOURS...

*CHANNEL 10 GETS 384 FIRSTS...5 ties

STATION "B" GETS 181 FIRSTS...5 ties

Whichever way you look at it...CHANNEL 10 HAS A GREAT BIG LEAD IN ROCHESTER

*LATEST ROCHESTER PULSE REPORT • OCTOBER 1956

CHANNEL 10

ROCHESTER'S OWN "BIG 10"

CBS TELEVISION

ROCHESTER, N. Y.

EVERETT-McKINNEY • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

the pleasure is all hours on WSAM

1ST IN SAGINAW!

OVER 100 HOURS OF MUSIC EACH WEEK KEEPS SAGINAW LISTENERS SOLD ON WSAM!

WSAM really "sends" Saginaw listeners . . . "sends" them with over 100 hours of easy-to-listen-to music . . . over 200 newscasts . . . plus pleasure-packed sports features . . . plus the best of NBC, night and day, 7 days a week! Want to sell Saginaw? "Send" them your message via the best radio buy in this rich Michigan market . . . WSAM!

SAVE up to 15%

by using 2 or more of these powerful KNORR stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

Buy all 4 stations, save 15% . . . buy any 3 stations, save 10% . . . buy any 2 stations, save 5%!

WSAM SAGINAW MICHIGAN

Fred A. Knorr, *Pres.* Richard Schueler, *Mg. Director*

Represented by HEADLEY-REED

KNORR BROADCASTING CORP.

ANITA WASSERMAN

on all accounts

DURING the past five months, the radio-tv department of Lawrence C. Gumbinner Adv., New York, has grown from a staff of three to 11 people. This is good news not only to the brothers Gumbinner—President Larry and Radio-tv Vice President Paul, both of whom foresee at least $10 million in total billing this year—but also to a pixie-like, perpetually-smiling redhead named Anita Wasserman.

With the agency since July 1949 (first as "Girl Friday" to Paul Gumbinner and as timebuyer since 1952), Miss Wasserman has been, to all intents and purposes, half of the agency's radio-tv department up to the end of last year, when a rash of new business (including American Tobacco Co.'s Herbert Tareyton cigarettes and a sizable hunk of Block Drug Co. products) literally forced the expansion of Gumbinner's broadcast department. Under the new timebuying set-up at the agency, Miss Wasserman handles American Tobacco, Q-Tips, Savarin Coffee, Chap Stick and Sacramento tomato juice.

Miss Wasserman has been in broadcasting since her 'teens. Admittedly a frustrated actress ("I didn't doubt for a minute that Katherine Cornell could be replaced—by me") she "graduated" from the late Claire Tree Major's Children's Theatre into walk-on dramatic parts on WNYC New York, and, from there, into a production-writing job with the New York office of World Wide Broadcasting System (WRUL Boston) while attending night classes at Hunter College (B.A., '48: History-English).

By the time she graduated from Hunter, the acting bug was fairly well out of her system, and her next connection was with Popular Publications, New York, a pulp magazine house where Miss Wasserman ended up editing a saucy item titled "Love Novels." But when the publishers assigned her to edit "New Sports" magazine, she felt the time was at hand to return to radio-tv, which she did by joining Gumbinner.

Her plans? To see as many Broadway plays as humanly possible and to take another European vacation—her third—before another year passes.

We're on the Air!

Channel 12

KONO-TV SAN ANTONIO

With the same outstanding management that has successfully guided one of the nation's outstanding radio stations for the past 30 years, Channel 12 is on the air with the full power of 316,000 watts, the latest RCA equipment and the only live, unduplicated program coverage in the rich South Texas market. And Channel 12's rate structure has been realistically set to accommodate advertisers who are interested in reaching San Antonio with the hottest, livest television station in the Southwest!

Complete programming of the vigorous ABC television network is combined with top film packages and some fine local shows. For FRESH, NEW availabilities in San Antonio the H-R folks or Clarke Brown Co. will be delighted to give you the full picture.

affiliate abc television network

We are proud to be represented by

H-R TELEVISION, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

CLARKE BROWN CO.
DALLAS • HOUSTON • ATLANTA • NEW ORLEANS • DENVER

Nielsen Study No. 2 Shows WPTF

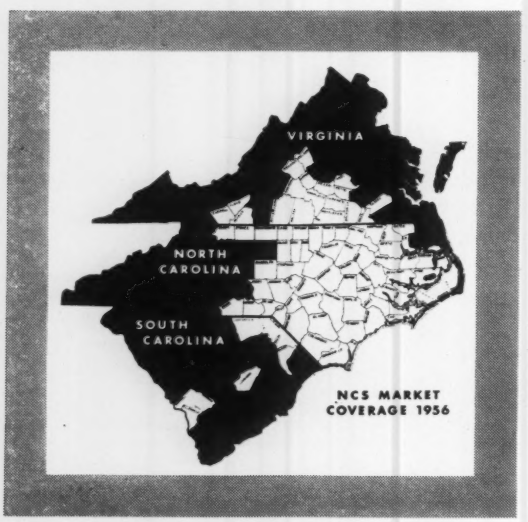
A Better Buy Than Ever!

MORE DAILY LISTENERS THAN ANY OTHER NORTH CAROLINA, SOUTH CAROLINA OR VIRGINIA STATION!
REACHES OVER 50% OF ALL RADIO HOMES IN 84 COUNTIES! THREE MORE COUNTIES THAN 1952 STUDY!

BIGGER MARKET*

Population	3,065,600	Apparel Sales	$124,228,000
Households	746,740	Home Furn. Sales	$138,186,000
Spendable Income	$3,304,021,000	Automotive Sales	$517,228,000
Retail Sales	$2,355,862,000	Gas Station Sales	$206,042,000
Food Sales	$530,006,000	Farm Population	1,208,500
Drug Sales	$63,459,000	Gross Farm Income	$1,002,864,000
Gen. Merchandise	$304,263,000		

* Source: Standard Rate & Data



WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

BROADCASTING
TELECASTING

Vol. 52, No. 5 **FEBRUARY 4, 1957**

WDAY-TV OBEYS SEC. 315, GETS SUED

- **North Dakota tv faces $150,000 libel suit for candidate's talk**
- **Plaintiffs hold medium liable despite no-censorship provision**
- **Case shapes up as classic test of political broadcasting law**

WDAY-TV Fargo, N. D., last week found itself defending a $150,000 libel suit because it complied in meticulous detail with the federal law governing political broadcasting.

If carried to full court review, the suit could prove to be a classic test of a law which requires broadcasters to give equal treatment to all political candidates, no matter how insignificant, and prevents them from editing candidates' speeches, no matter how libelous, inflammatory or inane.

Here's why the suit may properly be called a classic:

• It is based on broadcasts by a U. S. senatorial candidate who had no conceivable chance for election. (Running as an independent against Republican and Democratic nominees, he polled 937 votes out of a total of 244,161).

• The broadcasts were arranged at the independent candidate's demand after the two party candidates had appeared on the station.

• Although knowing that the independent was headed for political extinction, the station granted his request. To have refused it would have been illegal.

• The candidate's speech was filmed and, although containing charges which were patently dangerous, was aired without interference from the station—again in obedience to the law.

The ensuing libel suit is regarded by attorneys as the first to embrace all the major problems created by Section 315 of the Communications Act—the law which rigidly controls the presentation of politics on the air.

There have been other cases in the courts and before the FCC touching on parts of Section 315, but none to date as squarely to the point as the one now facing WDAY-TV.

The U. S. senatorial race which produced the disputed broadcasts featured as principals the incumbent, Sen. Milton R. Young, Republican, and a Fargo attorney, Quentin N. Burdick, Democrat. The third candidate was A. C. Townley, a figure out of the political past. Mr. Townley was a leader in the pre-World War I formation of the Non-Partisan League—the populist movement that once dominated politics in some north central states—but in recent years he had fallen into obscurity.

During the campaign WDAY-TV sold time to Sen. Young and Mr. Burdick. Mr. Townley demanded and got equal treatment. Last Oct. 29, in paid time, the station presented a filmed Townley speech in the morning, afternoon and evening.

The speech was a violent attack on the Farmers Educational & Cooperative Union of America and on Sen. Young and Mr. Burdick. Here are excerpts, as quoted in the libel suit:

"The Farmers Union program fully carried out as planned, not as it is planned by the farmer members, but as it is planned by the Farmers Union dictators, would establish a Communist Farmers Union Soviet right here in North Dakota . . .

"For 10 years, Sen. Young has used the power and prestige of the high office that he holds to serve this Farmers Union. He has not raised his voice or hand to stay the Communist viper gnawing at your private ownership and liberty . . .

"Young and Burdick both support the Democrat Farmer program. Both men take orders from Communist controlled Democrat Farmers Union and now this amazing fact—Communist infiltration and power has gone so far in North Dakota that the Democratic Party supports 100% the Democratic Farmers Union candidate and the Republican Party supports 90% the Democratic Farmers Union candidate.

SECTION 315 ON TRIAL

Here is the full text of the federal law which WDAY-TV observed and, doing so, exposed itself to the $150,000 libel suit now pending. This is Section 315, which has historically caused more dilemmas—for both the regulators and the regulated—than any other section of the Communications Act:

Sec. 315. (a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: *Provided,* That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.*

(b) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes.

(c) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.

** Editor's Note: Elsewhere the Communications Act requires stations to operate in "the public interest." By indirection the FCC has implied that the public interest cannot be served if a station entirely avoids political broadcasts.*

The Communists can't lose unless the Americans wake up and wake up fast."

The effect of Mr. Townley's speech was less violent than its contents. In the November election, Sen. Young received 155,305 votes, Mr. Burdick 87,919 and Mr. Townley 937.

Two weeks ago the Farmers Union served WDAY Inc., licensee of WDAY-AM-TV, with a suit for $150,000 libel damages. Mr. Townley was named co-defendant. As of last Thursday he had not been found by the Farmers Union process servers.

One of the attorneys for the Farmers Union action was Mr. Burdick, the defeated Democratic candidate for U. S. Senate.

The suit quoted Mr. Townley's speech and alleged that in various parts it defamed the Farmers Union, was "deliberately designed to and did convey the impression and statements that the plaintiff was unpatriotic, guilty of treasonable conduct, violated the Constitution and law of the land, was engaged in illegal and immoral activities, and held the plaintiff up to ridicule, contempt, hatred and obloquy, caused the plaintiff to be shunned and avoided, and injured it in its occupation, and constituted libel and slander *per se*."

The Farmers Union seeks $50,000 special damages "on account of loss of members and loss of membership dues," $50,000 general damages for its alleged exposure to "the hatred, contempt, ridicule and obloquy that is accorded by society generally to those labeled or characterized as Communists," and $50,000 exemplary damages.

The action was brought in North Dakota state court. It will serve as a test of a North Dakota state law which excludes broadcasting stations from liability for "any damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by one other than such owner, licensee or operator, or agent or employe thereof."

This state statute is a truncated version of the "model law" which was originally drafted by the NARTB and has been adopted by several states. The NARTB model, which was designed to at least mitigate the broadcaster's liabilities in political broadcasting, is less sweeping in its application than the North Dakota statute.

Coincidentally, the Farmers Union action comes at a time when broadcasters are opening a campaign for repeal of Section 315. A month ago Harold E. Fellows, NARTB president, urged elimination of the section in testimony before the Special House Committee to Investigate Campaign Expenditures [B•T, Dec. 24].

At that time Mr. Fellows argued that the present law prevents the public from receiving full coverage of political campaigns, for broadcasters must severely limit the amount of time accorded major candidates to avoid having to squander time on splinter party candidates or those, like Mr. Townley, who run as independents without significant voter support.

Officials of WDAY were in Washintgon last week to enlist the aid of NARTB in the North Dakota action. It was understood that Mr. Fellows had pledged full support to the station, although the NARTB will not actively intervene in the case at this stage. Conferring with Mr. Fellows and other NARTB executives were Tom Barnes, WDAY-TV general manager, and Harold W. Bangert, the station's Fargo attorney.

THE radio-tv bill for political candidates from Sept. 1 to Nov. 6 last year came to a total of $9,907,006, according to a report made yesterday (Sunday) by the Senate Elections Subcommittee. This includes all campaigns, from local to presidential. For complete story, see page 78.

WDAY was not the first victim to be trapped by Section 315 in the campaign preceding the national elections of last November.

All major networks were embroiled with the law after they carried an Oct. 31 speech by President Eisenhower on foreign policy. On Nov. 1 the FCC majority announced it could not decide whether other presidential candidates were entitled to equal time, as Mr. Eisenhower had presumably been speaking as chief of state, not as a candidate. On Nov. 5 the FCC majority decided the speech was not political and hence the networks were not obliged to give rival candidates equal time.

In the meantime, the networks had settled the issue the safe way by broadcasting appearances of Adlai Stevenson and several splinter party candidates.

Section 315 problems did not end with the national election last November.

The FCC last week ruled on one case and was considering another.

The ruling was asked by KTTV (TV) Los Angeles. An auto dealer, who is a candidate for mayor in a Los Angeles election next April, has been sponsoring an amateur program on KTTV. He acts as m.c. and delivers his own commercials. Would the station be required to give other candidates equal time, even though the auto dealer's appearances were non-political? The FCC's answer last week was yes.

Now pending at the FCC is a case involving another local election.

Allan H. Blondy, a candidate for a Common Pleas Court judgeship in Detroit in an election next April, asked WWJ-TV Detroit for equal time after the swearing-in of the incumbent judge—just appointed—was included on a newscast. Mr. Blondy said that the incumbent, Judge Elvin L. Davenport, would have to stand for election in April [B•T, Jan. 28].

The station refused Mr. Blondy's request, on the grounds that Judge Davenport's induction was a legitimate news event. Mr. Blondy took his appeal to the FCC.

POLITICAL BROADCASTING BILLS

DURING the last session of Congress, five bills affecting the political broadcasting section of the Communication Act were introduced in the Senate. Five similar measures were sponsored in the House. All died in committee. The bills:

In The Senate

(1) Withdrawal from persons convicted of subversive activities and members of subversive organizations of equal time opportunities in political broadcasts was proposed in a bill by Sen. John M. Butler (R.-Md.).

(2) Implementation of a proposal by CBS President Frank Stanton to authorize stations and networks to present candidates of major political parties on news, interview, forum, debate and similar programs without having to give equal time to candidates of minority parties was proposed in a bill by Sen. Frederick G. Payne (R-Me.).

(3) Limitation of equal time rights to presidential and vice presidential nominees of major parties was offered in a bill by Sen. Lyndon B. Johnson (D-Tex.) The proposal also would raise from $3 million to $12.3 million the amount a political committee may spend in a presidential campaign.

(4) Requirement that tv stations and networks furnish seven hours to presidential candidates of major parties during election campaigns was made in a bill by Sen. Hubert H. Humphrey (D-Minn.) and others. This proposal also would deny equal time to minority party presidential or congressional candidates.

(5) Equal time for only major party, presidential and vice presidential nominees was proposed in a bill by Sen. Warren G. Magnuson (D-Wash.).

All of the aforementioned Senate measures died in the Senate Commerce Committee, except for the Johnson bill, which died in the Rules & Administration Committee.

In The House

(1) Withdrawal of equal time broadcast opportunities from convicted subversives (see Butler Senate bill) was proposed by Rep. Edward T. Miller (R-Md.).

(2) Implementation of the Stanton proposal (see Payne Senate bill) was offered in a measure proposed by Rep. Oren Harris (D-Ark.).

(3) Limitation of equal time rights to presidential and vice presidential nominees (see Magnuson Senate bill) was made in another bill by Rep. Harris.

(4) Equal time privileges for presidential and vice presidential candidates for nomination and nominees of major parties were proposed in a bill by the late Rep. J. Percy Priest (D-Tenn.). This measure also would deny equal time to minority and splinter party candidates and give equal time to major party nominees for Congress.

(5) Another Priest proposal would duplicate provisions of the Humphrey Senate bill.

All five died in the House Commerce Committee.

FEATURE FILMS: WILL ADVERTISERS SEEK THEM ON A NATIONAL BASIS?

- **Distributors expect a rash of new business**
- **Agencies cautious, but admit sponsor interest**
- **Clearance, expense among drawbacks cited**

WARNER-LAMBERT Pharmaceutical Co.'s $2.7 million investment in feature films on the NTA Film Network in 128 markets, starting this spring (see story, p. 30) is expected to provide at least a partial answer to a question that has been uppermost in the minds of many radio and television officials during the past several months: will the feature film come into its own in 1957 as a substantial carrier of national advertising?

From a series of interviews that B•T has conducted with leading feature film distributors and advertising agency executives, the following highlights emerge:

• Distributors are confident that the fall of 1957 will see a rash of national advertisers sponsoring feature films in an increasingly larger number of markets, with some holding out the possibility that such films even will be carried on the major networks.

• Distributors believe that funds for such sponsorship will come from "new money" and partly from funds previously allocated to syndicated half-hour films.

• Agencies are more cautious about such a move but acknowledge that many exploratory talks are being conducted and that some advertisers will experiment with program sponsorship of feature films in one or more markets.

The distribution company that perhaps made the strongest, concerted effort to garner national sponsorship for feature films is Associated Artists Productions, New York, which established a national sales department headed by Paul Kwartin in 1955 to ferret out such business. Though some advertising agencies regard distributors' direct contact with sponsors with a jaundiced eye, AAP and other distributors point out they do not bypass the advertising agencies, bringing them into consultation during the discussion stages.

As far back as the spring of 1955, according to Mr. Kwartin, AAP has been completing national sales. It was at that time that Procter & Gamble used AAP's pre-Warner Bros. "movieland" package, sponsoring the once-a-week, 10:30 p.m.-12 midnight segment on WOW-TV Omaha. Subsequently, Whitehall Pharmacal Co. sponsored the same AAP package in 12 markets, contracting for one-half of the feature film time on a weekly basis. Parenthetically, AAP also has had success with national sponsorship of its other Hollywood product—Popeye and Bugs Bunny cartoons—having arranged for large market sales with American Character Doll, Remco Electronics (electronic toys), Flav-R-Straw and Post cereals.

Perhaps the outstanding national sales of a feature film package up to the time of the Warner-Lambert transaction was the purchase by Colgate-Palmolive Co. of the MGM films for KTTV (TV) Los Angeles through MGM-TV for one year for about $750,000. C-P bought the prime time of Friday 8 p.m. once a week, and the consistently high ratings achieved by the films, in competition with network programs, commanded trade attention throughout the country.

C&C Television, which distributes the RKO Radio library, notes that WFIL-TV Philadephia has sold full program sponsorship to the Ford Motor Co. Erwin Ezzes, vice president in charge of sales, believes other such transactions will be completed by the fall. He maintains that in order to have continuity of programming available to a national advertiser, a station should have at least two—and perhaps all—of the major libraries.

Another noteworthy national sales was the purchase by Bristol-Myers last November of a feature film program one a week on the four Triangle stations—WFIL-TV Philadelphia; WNCH-TV New Haven, Conn.; WFBG-TV Altoona, Pa., and WNBF-TV Binghamton, N. Y. The investment on the four stations totaled about $750,000, with the outlets using RKO, 20th Century-Fox and MGM feature films.

Admittedly the pickings in the national advertising field have been meager to date, but both agencies and distributors agree there have been various contributing factors. Among the factors cited were:

• Until this year, advertisers could choose from "old, tired movies" only, and naturally shied away.

• Late time periods available for movies did not interest many advertisers, who slowly are being "educated" to the realization that the time to watch movies on tv differs from that in theaters and the tv audience is substantial.

• Clearance of time for motion pictures is an irksome, if not difficult task, when various markets are involved in a prospective buy.

• Many advertisers felt that motion pictures did not have the prestige of a network program.

• Since feature films run about one and one-half hours, the cost for program and time is expensive. An advertiser with multiple products is the best prospect and there are not too many in this category.

• The advertiser with multiple products invariably has more than one agency and differences arise as to what type of tv programming to use.

Despite obstacles that will continue to exist, distributors still contend that feature films can make an effective contribution to an advertiser's national effort. Among the "pulses" attributed to feature films are: they can be adjusted to a sponsor's marketing pattern so that programming can be spotted in cities the advertiser requires; commercials can be adjusted to geographical conditions with an advertiser's different products exposed in different markets; major studio films can attract large, loyal audiences. In essence, distributors insist that feature films of top caliber can provide an advertiser with the advantages of flexibility of spot

CONTRACT whereby the Warner-Lambert Pharmaceutical Co. signed as first sponsor on the new NTA Film Network of 128 stations is discussed by (l to r) Ely Landau, president of the NTA Film Network; Alfred E. Driscoll, Warner-Lambert president, and Elmer H. Bobst, W-L board chairman (story page 30).

broadcasting and the prestige of network programming.

Though John Mitchell, vice president in charge of sales for Screen Gems, New York, said several weeks ago that it is "highly possible" that each of the three major networks will be presenting feature films in prime time this fall. Agency officials queried by B•T were inclined to disagree. They pointed out that the presentation of a feature film of top quality on a network basis would be "highly expensive" and questioned the availability of a sufficient number of such films for regular weekly exposure.

The NTA Film Network venture will be watched carefully not only by distributors and agencies but by advertisers and television networks, who also have a stake in the outcome. From a long-range view, should feature films woo the national advertisers on an expanding basis in years to come, the face of television is likely to undergo drastic changes and result in a reduction in live programming. A warning along such lines was sounded last month by Robert Sarnoff, NBC president, when he spoke to network affiliates in Miami about "the film invasion." He declared that television today is "at a crossroads," and added:

"One fork has color signposts and points to programming created for the medium itself, with emphasis on live service. The other fork follows a detour to a reservoir of motion picture film, built up over the past 20 years."

WARNER-LAMBERT GOES FOR FILM NETWORK

NATIONAL Telefilm Assoc.'s three-month search for a national sponsor on the NTA Film Network bore fruit last week with the signing of Warner-Lambert Pharmaceutical Co., New York, to a contract approximating $2.7 million for one hour of feature film on 128 stations, starting April 1.

The purchase was announced jointly at a news conference in New York by Ely A. Landau, president of the NTA Film Network, a subsidiary of NTA; former New Jersey Gov. Alfred E. Driscoll, president of the Warner-Lambert Pharmaceutical Co. and Robert G. Urban, executive vice president of the Lambert-Hudnut division of that company. The contract, Mr. Landau said, contains options running through 1959 and the exercising of all options by Warner-Lambert will bring its total time and program costs to more than $10 million.

Mr. Landau revealed that sponsorship of the remaining half-hour of the one and one-half hour weekly program of feature films originally produced by 20th Century-Fox, was expected to be announced by the end of last week. He said the revenue to be derived from full sponsorship of the program for 39 weeks is about $4 million.

The transaction is believed to represent the largest investment in program sponsorship of feature films by a single national advertiser to date. Though several national advertisers currently are using full or partial-program sponsorship of features in one or more markets and many are buying announcements, the scope of the Warner-Lambert purchase is unrivalled and appears to be the test of more widespread use of feature film (see story page 29).

Mr. Landau said the purchase marked the first time a national advertiser has bought feature films on a nationwide basis and the first time a televised feature film will receive the benefit of national advertising and merchandising. The agreement, Mr. Landau added, also marks the first time in the history of tv that "a network dedicated exclusively to film presentations has become a commercial operating reality."

Warner-Lambert was represented by John Bates, vice president in charge of television and radio of Lambert & Feasley, New York, its advertising agency; Elmer Bobst, board chairman of the company, and Mr. Driscoll and Mr. Urban. NTA Film Network executives who participated in discussions were Mr. Landau and Raymond E. Nelson, vice president and general manager, and William Koblenzer, sales manager.

Warner-Lambert will use the network filmed programs on behalf of its nationally-distributed products, which include Listerine Antiseptic, Richard Hudnut Quick Home Permanent, Richard Hudnut Pin-Quick Home Permanent, Richard Hudnut Creme Shampoo, Richard Hudnut Creme Rinse, Bromo Seltzer, Anahist, Sportsman Talc, Sportsman Men's line of toiletries, and Prophylactic toothbrush. All the commercials will be integrated on film, Mr. Landau said, and the sponsor will be able to make changes on individual stations to conform to local marketing patterns.

The NTA Film Network is owned 50% by NTA and 50% by 20th Century-Fox with operational control in the hands of NTA. Among the Fox features to be shown on the film network for the first time are: "The Razor's Edge," "Come to the Stable," "Gentlemen's Agreement," "Alexander's Ragtime Band," "The Ghost of Mrs. Muir," "Stanley and Livingston," "Lloyds of London," "Blood and Sand," "Grapes of Wrath," and "Forever Amber."

Mr. Bates replied to a question from reporters on the company's advertising investment in the NTA Film Network by saying it was "new money" and the company's expenditures in network radio, network and spot television and other media would continue. He declared that the company has been conducting an expansion program for the past several years, having acquired several pharmaceutical companies, and the needed additional national advertising.

Mr. Landau reported that the 128 station-lineup provides coverage in 90% of U. S. television homes, with the network having gained 24 affiliates from last Oct. 15 when it began operations. It has been supplying one and one-half hour of feature film programming since that time, with the programming sold in some of the markets by the local stations. In the absence of a national sponsor, stations, which completed local sales, have been allocating 50% of the net revenue to the NTA Film Network.

Mr. Landau frequently has contended that NTA Film Network affiliates "get a better shake" from his arrangement than under conventional network procedure. He explains that although networks provide approximately a 70-30 division, the station gains only 22% net after provision is made for the first 30-hour concession to the network; for the cost of coaxial cable and the agency commission. He claims NTA film affiliates gain 30% net after provision is made for both agency and station representatives' commissions on gross revenues.

Though film network officials had tried to keep negotiations with Warner-Lambert under cover, reports circulated that the company was buying feature films on an extensive basis [AT DEADLINE, B•T, Jan. 28]. Other agencies involved on behalf of various company products are Sullivan, Stauffer, Colwell & Bayles; Lennen & Newell and Norman, Craig & Kummel, all New York.

JWT MOBILIZES FOR COLOR IN TV

COLOR TELEVISION has "arrived" at J. Walter Thompson Co. in New York.

JWT officials, as hosts last week to four network executives and to newsmen, demonstrated what they are doing with, and about, color tv.

Two statements, among many, stood out to peg the agency's thinking on the medium. As expressed by President Norman H. Strouse: "We believe that practical commerical color television is just over the horizon." Said Dan Seymour, JWT's director of radio and television, the agency finds it should no longer "pay lip service to the medium but experiment with it."

At the session Monday, the agency disclosed that its two-year-old tv workshop now is pretesting commercials in color. Color facilities have been added to its tv "station" at 480 Lexington Ave. from which closed-circuit broadcasts in black-and-white and color are originated for viewing—under actual broadcast conditions—at the agency's headquarters at 420 Lexington Ave. JWT uses "private channel 3."

Only a week before, another top advertising agency, McCann-Erickson, unveiled its transmission-screening and control room radio and tv facilities housed at the new M-E home office quarters at 485 Lexington Ave. M-E's equipment is designed for color as well as black-and-white although transmissions now are in monochrome only [B•T, Jan. 28].

Highlights of the session:

• An estimate by Mr. Strouse that it may be another one or two years before the proportion of color to black-and-white commercial programming is "great." While color

Continued on page 32

WHY J. WALTER THOMPSON IS BANKING ON COLOR

J. WALTER THOMPSON CO. is bullish about color tv. Any doubt on that point was resolved last week when the agency inaugurated new color facilities in its tv workshop, and especially when President Norman H. Strouse delivered the remarks which follow.

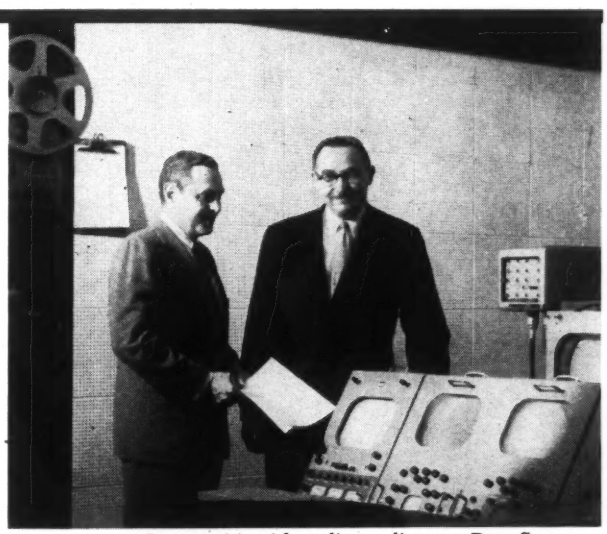
ALTHOUGH color tv was introduced so long ago that it seems always to have been with us, actually its growth has been disappointingly slow. The problems of price and tune-in simplicity were deterrents to mass purchase. However, color tv has been slowly getting off the ground—but even yet the progress has been far more noticeable in the number of color programs broadcast than in the sale of sets.

It is our feeling now, however, that the beginning of a rapid growth in color tv set ownership is just over the horizon. It may be another year or two, to be sure, before there is any significant percentage of color set ownership in relation to black-and-white—even though the numbers may look big. But acceleration is beginning, and the J. Walter Thompson Co. is taking a significant step to make certain that we keep well ahead of the requirements of this new and challenging medium—and I say *new* medium advisably, because the jump from black-and-white to color opens up such a new dimension of selling opportunity as to stamp color tv justly as a new medium.

From the outset of color, J. Walter Thompson has experimented with and actually telecast many of its advertising commercials and shows in color. Two years ago we produced and telecast 13 *Ford Theatre* shows in color—both the programs themselves and the commercials. The *Ford Star Jubilee* was, of course, broadcast in color, and the commercials were also in color. During the past year, two shows sponsored by our clients, the *Kraft Theatre* and *Lux Video Theatre,* have telecast 107 hours of color television. This experience, and the experiments we have conducted in our tv workshop, have given us a pool of knowledge in color television that we believe puts us well ahead of other advertising agencies.

The installation of a color camera in our tv workshop brings us to the ultimate usefulness of this unique facility.

Our television workshop was first opened in January 1955 for the purpose of developing television production especially in the commercial area and testing it under actual broadcast conditions in advance of expensive production costs. The addition of color facilities to our television channel will continue to offer this advantage even more significantly as well an enabling us to face with confidence the special problems of color. We know that these problems will arise in color, and we hope through our work in the tv workshop to solve them just as we have done in black-and-white.



JWT's Norm Strouse (r) with radio-tv director Dan Seymour in the agency's new color-equipped tv workshop.

We believe that the addition of color to television broadcasting will have tremendous effect on advertising, in particular, and television production in general. I remember in 1945 when I first went to Detroit to work on Ford advertising, the automobile people there had an expression which they used frequently when looking at a piece of art for magazines. They would say, "that's a juicy car." It was, of course, for a color ad. There was no such thing as a "juicy car" in black-and-white pictures. It took color to produce this effect. With color tv we will be able to show a "juicy car" to the public, but in motion.

Color will put "appetite appeal" into food advertising. You wouldn't enjoy a breakfast of ham and eggs, richly buttered toast, and coffee in black-and-white—color will make that kind of difference in television commercials. During the past months when we have been broadcasting *Kraft Theatre* in color we have learned what a difference this "appetite appeal" makes. It adds a mouth-watering new dimension.

Another factor which should not be overlooked in the value of tv color is that of packaging. As retail merchandising continues to convert to self service, effective packaging becomes extremely important. According to Vernon L. Fladager, in his new book, *The Selling Power of Packaging,* the national expenditure for packaging materials and equipment already totals at least $10 billion, and he predicts this figure will rise to $15 billion by 1965. If these investments are justified, the importance of presenting these packages in color on tv must be obvious.

Aside from its demonstration qualities—the ability to show a product more realistically—the addition of color in television has a very definite "emotional mood" quality that adds greatly to the overall effect. I recall very vividly watching the *Ford Star Jubilee* presentation of Judy Garland with two sets before me—one color, the other black-and-white. As we glanced from black-and-white to color we were able to recognize the increased glamor of the costuming and stage sets. I had the same experience during "The Caine Mutiny" show. Here the impact of emotional mood, although the show was enjoyable in black-and-white, was so compulsive in the case of "Caine Mutiny," that it was difficult to look at black-and-white, even though it was there for comparison tests.

Two years ago when we established our television workshop, we did so because we realized that there were infinite problems to be faced in television production and tests to be made of commercial advertising that could be done at greatly reduced expense over actual on-the-air experimentation. We knew that experiments had to be made, and under actual telecasting conditions, but we knew also we could do these both creatively and at less cost in our own studios. You will recall the famous Scott "apple test," which was developed in the Thompson television workshop [B•T, Jan. 24, 1955].

However, there is an even greater asset to be gained from our color television facilities. With all forecasts pointing to a nearly $600 billion economy before 1965, it will be the challenge of those in the art and science of selling to assure the movement of our national product. To do this, we must develop talent and, conversely, the development group (age 25 to 45) from which supervisory and management personnel will come is relatively smaller than the other populations groups—due of course, to the dearth of our depression born.

By such devices as the television workshop, and now by adding color to its facilities, J. Walter Thompson is providing an atmosphere in which creative personnel can develop. In the specific addition of color, we have not only the opportunity to perform a greater service to our clients, but the opportunity as well to develop new talent so that their ideas can generate in a climate of color and they will learn to think in color.

growth has been "disappointingly slow" with programs more noticeable than set ownership, he said color set ownership as a real factor was "just over the horizon," that the acceleration in color was just beginning and that JWT wanted to keep ahead of the requirements. To him, color will add a new dimension of selling opportunity. (Also see condensed text of Mr. Strouse's formal talk, page 31.)

• Interpretation by Mr. Seymour that color as a "requirement" for the client will be based on cost. He estimated the additional production cost of color in commercials as between 15 and 25%. Mr. Strouse added that the "requirement" varies, depending on the client and his needs.

• JWT can transmit both live and film in color or black-and-white. Its studio equipment includes a Dage color live-film camera, a color control monitor and associated equipment, black-and-white cameras and associated monochrome equipment for monitor control, animation and slides.

• Although the agency cannot supply figures, it is prepared to do more work in color this year than last; color has become a consideration in all package design (the color image is in the mind), and JWT feels there is "quality ownership" in color tv sets (noted was the Colortown survey conducted jointly by BBDO and NBC-TV).

• Color and/or black-and-white pre-testing of commercials—film or live—is free of charge, a service for the client who is not billed for such experimentation. JWT believes the agency derives benefit by saving money for its clients, and clearing the way for swift action and/or approval by the advertiser.

Eastman-Kodak Typifies Interest

As an example of an advertiser's search for the "proper color vehicle," agency officials mentioned Eastman Kodak's continued keen interest in the medium. As yet, it was intimated, Eastman has not found its color programming potential.

A film depicting the tv laboratory at work, along with samples of commercials, both black-and-white and color and both film and live, was featured at the demonstration conducted in the agency's 10th floor auditorium. Two-way communication was maintained with the workshop, graphically demonstrating how executives in the screening room can talk to the workshop technician about a particular test then underway.

Network executives at JWT's session included executive vice presidents Robert E. Kintner of NBC-TV and Hubbell Robinson of CBS-TV; Roy Passman, NBC-TV manager of program administration, and William B. Lodge, vice president in charge of engineering at CBS-TV.

In a formal statement, Mr. Kintner said JWT's move "is not only an important first for an advertising agency, but a giant stride ahead in the development of color television."

Mr. Kintner asserted that there was no longer "any doubt or uncertainty on the part of clients and agencies as to whether the age of color television is here. . . . Color has excited and stimulated the entire distribution chain for those advertisers using it." NBC, he said, feels its "missionary work in . . . early commercial clinics, our conviction that advertisers must play a basic role in the growth of color, have paid off handsomely."

COLORCASTING®

The Next 10 Days Of Network Color Shows
(All times EST)

CBS-TV

Feb. 5 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv. (also Feb. 12).

Feb. 8 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors.

Feb. 10 (5:30-6 p.m.) *The Boing-Boing Show,* sustaining.

NBC-TV

Feb. 4-8 (3-4 p.m.) *Matinee,* participating sponsors (also Feb. 11-15).

Feb. 4 (8-9:30 p.m.) *Producer's Showcase,* "Mayerling," RCA and RCA-Whirlpool through Kenyon & Eckhardt and John Hancock through McCann-Erickson.

Feb. 5 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor through Doyle Dane Bernbach on alternate weeks (also Feb. 12).

Feb. 5 (10:30-11 p.m.) *Hold That Note,* Lanolin Plus through Russel M. Seeds (also Feb. 12).

Feb. 6 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson (also Feb. 13).

Feb. 7 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson.

Feb. 8 (approx. 10:45-11 p.m.) *Red Barber's Corner,* State Farm Insurance Co. through Needham, Louis & Brorby.

Feb. 9 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Feb. 10 (3-4 p.m.) *NBC-TV Opera Theatre,* "La Grande Breteche," sustaining.

Feb. 10 (9-10:30 p.m.) *Hallmark Hall Of Fame,* "The Lark," Hallmark Cards through Foote, Cone & Belding.

Feb. 11 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey.

NL&B Total Billing for '56 Passes $32 Million Mark

TOTAL billing hit $32,281,000 and net profit amounted to $144,000 for Needham, Louis & Brorby Inc. in 1956, the agency has announced in its annual financial report to employes in New York and Chicago.

Net profit for each advertising expenditure dollar handled by NL&B averaged slightly less than half a cent, according to the report. Despite the relatively low percentage of profit per dollar, last year's profit figure was "substantially higher" than the $83,000 for 1955, Maurice H. Needham, NL&B president, pointed out.

Mr. Needham reported 1957 business prospects "look better than the 1956 outlook at this time last year" and cited improvement of "efficiency" by consolidated operations in the Mid-America Prudential Bldg.

Embry to Host L. A. Admen

R. C. (Jake) EMBRY, general manager of WITH Baltimore, Md., will be host to a luncheon of Los Angeles advertising agency executives on Feb. 20 at the Beverly Hilton Hotel, Beverly Hills, Calif. The luncheon is being arranged by the Los Angeles office of Forjoe & Co., national sales representative of WITH.

Duffy Recovering From Stroke, Barton Informs BBDO Staff

BEN DUFFY, president of BBDO, who suffered a stroke last November, is getting better, according to a memo written by Bruce Barton, chairman of the board, to everyone at the agency.

Mr. Barton said that Mr. Duffy's "mind is clear, he is looking at television, eating normally, sitting up a part of every day and will be presently on his feet, though he will for a time be wearing a brace on his right leg. The doctors are unanimous in their hope and expectations."

"Meanwhile, the business of BBDO," Mr. Barton explained, "is being managed by the executive committee which consists of Alex Osborn, Fred Manchee, Dave Danforth, Charlie Brower and Ed Cashin. These men meet every morning in Ben's office and no decision regarding any account, any problem of personnel, or promotion or request for salary adjustment, is being delayed even 24 hours."

"These are the same men who conducted the business in the seven months of Ben's convalescence from his heart attack, and during that period our billings for clients increased millions of dollars and no important account was lost or was in any way in jeopardy."

Mr. Barton also pointed out in his memo that on his recent trip to San Francisco, Los Angeles and Hollywood "every man I met greeted me with the same eager question: 'How's Ben?' He is a man with a million friends, and those friendships are among BBDO's most precious assets."

FLORENCE

the milky way market

ONE MILLION WITH ONE BILLION

You can now find the magical Milky Way in the Carolinas! Hundreds of thriving communities and towns cluster around Florence, making the market comparable in size to "key city" metropolitan areas.

The Florence "milky way market" adds up to one million people with more than one billion effective buying income!

Only WBTW can give advertisers unduplicated coverage of the rich "milky way market" ... *one million with one billion!*

Chart your sales system to include the solar of the milky way market... WBTW, Florence.

Represented nationally by CBS Television Spot Sales

WBTW
FLORENCE, S.C.

Channel 8 Top Power

A Division of Standard Broadcasting Company

PIN POINT POWER GETS BEST RESULTS

Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with *no waste coverage*. W-I-T-H reaches 74%* of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to provide a "steady stream" of sales results for you, too.

*Cumulative Pulse Audience Survey

Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

W-I-T-H

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

FLAV-R-STRAW BUYS IN 170 TV MARKETS

- **To sponsor AAP cartoons**
- **Other AAP sales made**

FLAV-R-STRAWS Inc., Mt. Vernon, N. Y., confirmed last week that it plans to invest almost $3 million this year to sponsor Associated Artists Productions' "Popeye" and "Bugs Bunny" cartoons in 170 markets [CLOSED CIRCUIT, Jan. 28]. Agency for Flav-R-Straws is Ruthrauff & Ryan, New York.

The firm currently is in 40 markets with the cartoons, using three one-minute commercials per week. The lineup will be expanded as AAP sells the cartoons to stations in the other 130 markets, with Flav-R-Straw using the same number of announcements on new stations. Paul Kwartin, AAP director of national sales, arranged the agreement with Flav-R-Straw.

AAP also announced new sales on "Popeye" to Post Cereals Div. of General Foods, through Benton & Bowles, New York, using five one-minute announcements per week in six markets, and to Hostess Baking Co., through Ted Bates Inc., New York, contracting for four to six announcements per week in four markets. Post cereals intends to use "Popeye" in 80-odd markets as soon as the cartoons become available to stations, according to an AAP spokesman.

General Foods, Park & Tilford Join ABC Radio Morning Block

GENERAL FOODS Corp. (Jell-O instant pudding), White Plains, N. Y., and Park & Tilford (Tintex), New York, have bought into ABC Radio's Mon.-Fri. morning block, and two other advertisers renewed their participation, George Comtois, ABC Radio's national sales manager, reported last week.

General Foods, through Young & Rubicam, New York, is adding additional participations to its *Breakfast Club* schedule and also has picked up segments of *When a Girl Marries,* effective today (Monday). Tintex participations, through Emil Mogul, New York, will be in *When a Girl Marries* and *Whispering Streets,* starting this Wednesday.

Renewals included Food Specialties Inc. (Appian Way pizza pie), Worcester, Mass., through Charles F. Hutchinson Inc., Boston, for its segment in *Breakfast Club* (effective April 9) and Sandura Co., Philadelphia, through Hicks & Greist, New York, its Thursday segments of *Club* (effective Feb. 21).

M-E Names Twiggs to New Post

REG W. TWIGGS, account supervisor in the Los Angeles office, McCann-Erickson Inc., has been elected a vice president and appointed manager of that office, it was announced last week by Marion Harper Jr., M-E president. He succeeds Burt Cochran, a McCann-Erickson veteran since 1926, who will remain as manager of the agency's advisory committee. Mr. Twiggs joined McCann-Erickson last April after two years as account supervisor in the Los Angeles office of Erwin, Wasey & Co.

JAMES J. NEVILLE (c), of Dancer, Fitzgerald, Sample Inc., smiles broadly following his receipt of a console television set, top prize among several Westinghouse appliances given as door prizes at a recent Westinghouse Broadcasting Co. reception for New York advertising agencies. Looking at the award card with Mr. Neville are John Carey (l), commercial manager of WIND Chicago, newly acquired WBC station, and A. W. (Bink) Dannenbaum Jr., WBC vice president for sales. The reception, held at the Park Lane Hotel, marked WBC's recent purchase of the Chicago station.

Special Nielsen Reports Ready For All NCS No. 2 Subscribers

SPECIAL reports on station "bonus" audiences—with seperate daytime and nighttime listings and including in-home and out-of-home listening data—are now available to radio-tv subscribers of Nielsen Coverage Service No. 2, it was announced Monday (Jan. 28) by A. C. Nielsen Co.

Reports are designed to certify weekly audiences for the total of all areas which the coverage minimum of 10% automatically excludes from the basic NCS No. 2 county-by-county reports.

John K. Churchill, vice president of the market research firm, emphasized that "bonus" audiences "will not affect any counties already reported for a station, since the NCS No. 2 data for those counties have already been reported in full." These and other reports, he added, "will serve to correct certain misconceptions regarding the full extent of the information available from this study."

NCS station subscribers can use the supplementary data "to refine his total audience counts to include these outside homes not otherwise reported geographically," Mr. Churchill pointed out.

CC Opens Oklahoma Office

OPENING of an Oklahoma office and appointment of Charles W. Alexander as office manager was announced last week by Communications Counselors Inc., public relations affiliate of McCann-Erickson Inc. New quarters, bringing total of CC offices in the U. S. to six, in addition to one each in Brussels and London, are located at 1501 Republic Bldg., Oklahoma City 2. Telephone Regent 6-1633.

Big Spot Campaign Set By Schlitz Brewing Co.

A MULTI-MILLION dollar spot radio-tv campaign in several major markets is planned for Jos. Schlitz Brewing Co. (Schlitz beer) comprising an extensive schedule of announcements and programs, it was learned last week.

Through J. Walter Thompson Co., Chicago, the brewery is setting up a schedule that reportedly calls for heavier broadcast media expenditures than allotted last year. An estimated $1 million will be spent in Chicago and $200,000 in Florida alone.

Spot plans are currently being worked out for key cities in Texas, Iowa, Nebraska, California, Florida, and other states, it was reported. Schlitz is buying half-hour syndicated film properties on a 52-week basis in many cities and short-term 10- and 20-second spots in others, depending on the markets involved. Spot radio involves 20- and 60-second announcements. The schedule is expected to be fairly well set by March 1 and will be accelerated this summer.

Additionally, through Majestic Adv. Agency, Milwaukee, Schlitz has signed to sponsor for the third consecutive year Kansas City Athletics' baseball broadcasts on KMBC that city, with station feeding a regional network.

Typical of Schlitz' film buys was its recent contract for *State Trooper* on WNBQ (TV) Chicago (its rival, Falstaff Brewing Co., has the property in over 70 markets).

Shaw Agency Prepares Answer To Suit Filed by Tony Martin

LEGAL counsel for John W. Shaw Adv. Inc. is preparing a reply to a suit filed by Tony Martin Productions, charging the Chicago agency with non-payment for a kinescope of *The Tony Martin Show* on NBC-TV last year.

The singer-actor charged in his suit, filed in Chicago District Court Jan. 15, that the Chicago agency failed to pay him $13,250 for one week's show, which was pre-empted by the network Jan. 2 and eventually aired Feb. 27 last year.

The reply is being prepared by Andrew Hamilton, member of the law firm of Kirkland, Fleming, Green, Martin & Ellis, and probably will be filed this week.

Electrical Campaign Discussed

AMERICA's electrical appliance manufacturers and electrical utilities sponsoring tv programs (e. g. General Electric and its *G. E. Theatre* on CBS-TV, Westinghouse Electric Corp. and its *Studio One,* also CBS-TV), "met" through the facilities of a 53-city closed circuit tv hookup last Wednesday from 1 to 2 p.m. to discuss their 1957 "Live Better Electrically" campaign. Drive is geared to coincide with the spring consumer buying and building period. The closed circuit conference, placed through BBDO, New York, and staged by Nate Halpern's Theatre Network Television Inc., orginated from New York and featured John Daly, Gisele MacKenzie, Arlene Francis, Betty Furness and Ronald Reagan.

TIMEBUYERS URGED TO KNOW ACCOUNT

THE TIMEBUYER was urged last week to go beyond fishing out availabilities and rates, and his boning up on tv and radio stations, newspapers and magazines, by getting to know his account.

This stand was taken by G. A. Vernon, associate media director of J. Walter Thompson Co., New York, at a timebuying and selling seminar held in New York by the Radio & Television Executives Society.

"You all know of the existence of broad objectives and how marketing and copy strategy is developed to meet them," Mr. Vernon stated. "You know, too, that media plans are drawn up based on this strategy, and as a backdrop for all this, you are aware of the importance of research—both market and media."

Marketing and copy plans, he said, can convey basic considerations for the timebuyer's use: "who your prospects are, what kind of people they are, and where they live . . . what are we going to tell them and how . . . long copy or short copy? . . . demonstration, package identification?"

These plans and data can help the buyer plan his purchase and contact the salesman, Mr. Vernon advised, and at the same time stimulate suggestions on the part of the station salesman after he is acquainted with the account's "objectives and problems."

Explaining, Mr. Vernon went on:

"Anyone who has been on the other side of the fence selling, has experienced the frustration of not being able to get enough information on a problem to permit anything more than a submission of availabilities. This reflects poorly on the buyer because a salesman will assume the buyer just doesn't know or won't tell because perhaps he is unsure of himself. So you not only fail to enlist the salesman's help, but put yourself in a bad light to boot."

Mr. Vernon gave a few illustrations of how knowledge of the account can help in time purchases, one involving a radio announcement test campaign that was aided by the suggestion of a salesman, and another —a network tv campaign—that got off the ground after the buyer had suggested a new approach to the account group following the indication that print media would be the most efficient.

Said Mr. Vernon: "Under normal circumstances, the account would have overlooked an extremely valuable plan for peaking their summer advertising, but the buyer through his knowledge of both the copy and marketing plans was able to evaluate all media, to transmit the problem to the salesman and, most important of all, to play it back to the account group, resulting in a change of this advertiser's entire summer strategy."

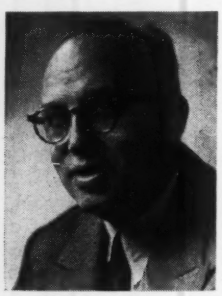
Mr. Vernon also touched on the thorny issue of the buying specialist vs. the all media buyer. He indicated JWT leaned toward the latter, and, in a question and answer session, emphasized that at his agency the "aim and objective" was to have all the buyers know about all marketing and media plans for an account.

He noted, too, that it was important for buyers to "recognize real research and not that which attempts to prove a point," warning of the pitfalls of ratings or research which tell only part of the story.

A session on "media comparisons," billed as a "comparison of characteristics and cost efficiency of major media and limitations of such comparisons," is set by RTES tomorrow (Tuesday). Speaker will be Sam Frey, of Colgate-Palmolive.

UPCOMING: SHORTER, PITHIER COPY

NEXT TEN YEARS will see a marked change in advertising techniques as they apply to copy content and art form in all media, according to Jack Tarcher, senior vice president and account supervisor on Benrus Watch Co. at Lennen & Newell. He voiced his opinion Friday night before the Assn. of Advertising Men & Women at The Advertising Club of New York. He saw three developments in the decade:



MR. TARCHER

• The social and economic movement: as tv audiences and magazine readership increases along with the growing population, Americans will be "assaulted by a vast new number of impressions," and not being able to absorb all tv spots and all print media messages confronting them, they will become more "selective . . . sophisticated and, I hope, rational." As sales figures for art books and preference for the pictorial magazine (due to television's influence) show, U. S. tastes for the visible are on the upswing.

• The movement's consequences: this demand for the utimate in pictorial presentation will force a trend towards "far greater simplicity in art and presentation . . . toward shorter and pithier copy." Paradoxically, the "enormous increase in education" will force the agencies to produce more explanatory copy. This copy, however, to be effective must be put across with "far greater creative ingenuity . . . honesty and integrity." [Mr. Tarcher cited, as examples, the current Bert and Harry tv spot drives for Piel Bros. beer and the "eatabanana" radio-tv spot campaign for United Fruit Co. out of Young & Rubicam and BBDO, respectively, as "a payoff in amusement and pleasure . . . ingenious in concept and execution"]. "We cannot continue to treat the consumer as a hick or a boob," Mr. Tarcher counseled.

• How to make the most of the challenge: "Creative people have got to take the position that they can only bring out in new combinations things that are already in their minds." The new crop of copywriters and art directors, Mr. Tarcher said, "must have broader educational backgrounds . . . they not only have to read, but they must see. They must always be aware of what's going on around them—even in Europe, so far as advertising art is concerned—so that before long, they themselves will take the daring and exciting approach of cracking through the curtain of constant sameness."

Merle Jones Outlines Day Tv Advantages

IMPORTANCE of daytime television as an advertising medium was pointed up last week by Merle S. Jones, president of CBS-TV, in a talk before the Minneapolis Advertising Club.

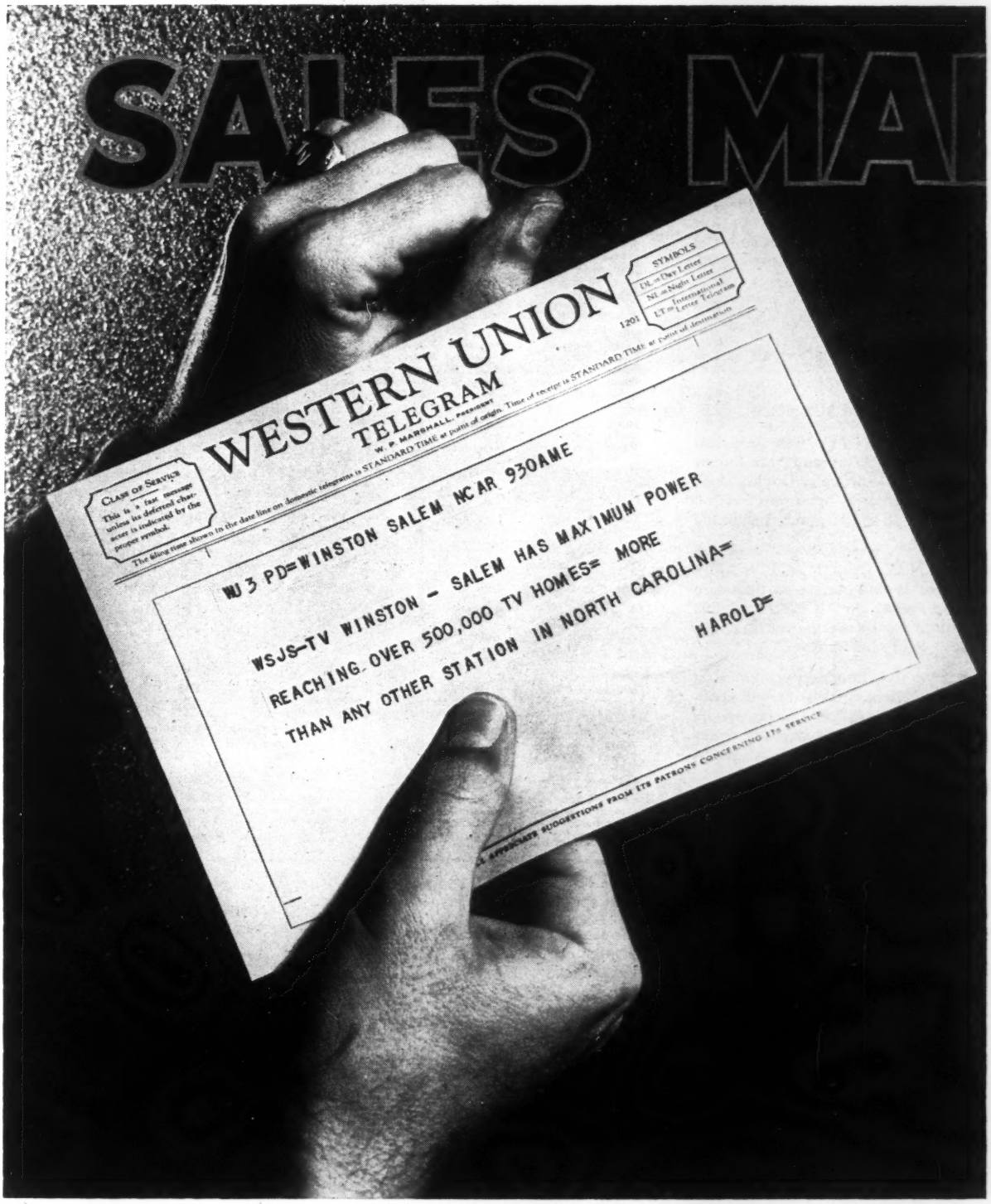
Mr. Jones described the growth of television over the past 10 years in terms of set ownership, hours of viewing, influence on attitudes and advertising investments. He singled out daytime television as a development that has not been fully explored by persons in the advertising field. Employed people who are not home during the daytime and therefore not exposed to the medium, would be "surprised" by the actual dimensions of daytime television, he said.

"While all of us have been at the office these last few years," Mr. Jones continued, "the American housewife decided television is time well spent. She has rearranged her life and made room for television. How much room is dramatically underlined by the fact that last fall the television sets in 7 million homes were turned on during the average minute between 10 a.m. and 5 p.m.—to account for a nationwide total of 49 million hours of viewing per day. Last fall's average minute audience of 7 million is 25% larger than during the autumn of 1955 . . . and the figure is still rising."

Mr. Jones said that daytime television is programmed in such a way that the large women's audience will establish a habit, and added:

"Continuity in programming and frequency in viewing are still further validated by the hand-and-glove relationship they have with the shopping habits of American women. It has been established that every day of the week half of all housewives go shopping. The purchasing power represented by this daily exodus from the home, impelled in some measure by daytime television's commercial messages, constitutes a force which should bring a glitter to the eyes of the most skeptical advertiser."

As other evidences of the importance of daytime television to advertisers, Mr. Jones reported that between 10 a.m. and 5 p.m. more than 60% of the audience—on CBS-TV—is made up of women and in the evening only 43%; the cost per thousand per commercial minute is two-thirds of the cost of nighttime tv, and the daytime cost is 70% lower than the best buy among the women's magazines.


SALES MA
WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT
SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram
CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.
NU 3 PD=WINSTON SALEM NCAR 930AME
WSJS-TV WINSTON - SALEM HAS MAXIMUM POWER
REACHING OVER 500,000 TV HOMES= MORE
THAN ANY OTHER STATION IN NORTH CAROLINA=
HAROLD=

WSJS-TV

channel 12

CALL HEADLEY-REED, REP.

WINSTON-SALEM

NBC AFFILIATE for WINSTON-SALEM GREENSBORO HIGH POINT

Sheriff, Five Others Join Roche, Williams & Cleary

WALKER B. SHERIFF has joined Roche, Williams & Cleary, Inc. Chicago agency, as vice president, account supervisor and member of the plans board.

Mr. Sheriff and five key members of his former organization moved over to RW&C effective immediately, liquidating the agency bearing his name [AT DEADLINE Jan. 28].

The move involved the transfer of five accounts among them: Servel Inc., and The Shaler Co., both spot radio-tv advertisers.

Moving with Mr. Sheriff are: F. G. Strobel; R. A. Heidenreich; Wallace Gordon; John Norman, account executive, and Claire Lannon.

RW&C is in the Field Bldg., 135 S. LaSalle St.

NETWORK NEW BUSINESS

Liggett & Myers Tobacco Co. (Chesterfields) through McCann-Erickson, and **Max Factor & Co.** (cosmetics) through Doyle Dane Bernbach, will alternately sponsor *Panic* on NBC-TV, Tues. 8:30-9 p.m., beginning March 5.

Bon Ami Co., N. Y. (Instant Jet Bon Ami), has bought weekly one-minute participation on *Panorama Pacific* on 9 CBS-TV pacific network stations for six weeks, starting Feb. 21. Agency: Ruthrauff & Ryan.

Bird & Son (vinyl floor covering), East Walpole, Mass., effective Feb. 11 will sponsor alternate Mondays of *Garry Moore Show* on CBS-TV. H. B. Humphrey, Alley & Richards Inc., Boston and N. Y., is agency.

AGENCY APPOINTMENTS

Frank W. Julsen, vice president-account supervisor, Ruthrauff & Ryan, Chicago, to MacFarland, Aveyard & Co., same city, as vice president in charge of merchandising-marketing and member of plans board.

William T. Young and **James E. Leber,** vice presidents, Leo Burnett Co., Chicago, named executive vice presidents. **Draper Daniels, William Diener** and **Charles O. Husting,** also vice presidents for Burnett, appointed directors.

Channing M. Hadlock, radio-tv director, Rose-Martin Inc., N. Y., elected vice president, continuing in his capacity as radio-tv director.

Fred G. Robbe, advertising manager, P. Lorillard Co., N. Y., to American Home Foods Div., American Home Products Corp., same city, as director of advertising.

Calif. National Productions Inc. (production-distribution subsidiary of NBC) reappoints Grey Adv., N. Y.

O'Cedar Div., American Marietta Co., Chicago, appoints Grant Adv., same city.

Bayuk Cigars Inc., Philadelphia, appoints Feigenbaum & Wermen Adv. Agency, same city.

Lombardo Wine Co., Chicago, appoints Burlingame-Grossman Adv., same city.

LATEST RATINGS

NIELSEN

TOP RADIO SHOWS, TWO WEEKS ENDING DEC. 22, 1956

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations	Day & Time	*Homes (000)
Evening, Once-A-Week			(Average for All Programs)				(571)
1.	People Are Funny	Anahist	Ted Bates	NBC	188	Wed., 8-8:30	1,476
2.	Dragnet	Anahist Carter Products	Ted Bates Ted Bates	NBC	188	Tues., 8-8:30	1,238
3.	Great Gildersleeve	Anahist	Ted Bates	NBC	188	Thurs., 8-8:30	1,238
4.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	1,095
5.	True Detective Mysteries	participating sponsors	and agencies	MBS	456	Mon., 8-8:30	952
6.	Official Detective	participating sponsors	and agencies	MBS	452	Thurs., 8-8:30	905
7.	News from NBC	Brown & Williamson	Ted Bates	NBC	188	Wed., 8:55-9	857
8.	News from NBC	Brown & Williamson	Ted Bates	NBC	188	Tues., 8:30-8:35	857
9.	Allan Jackson-News	Chevrolet	Campbell-Ewald	CBS	154	Sat., 8-8:05	857
10.	Telephone Hour	Bell Telephone	N. W. Ayer	NBC	185	Mon., 9-9:30	857
Evening, Multi-Weekly			(Average for All Programs)				(762)
1.	Lowell Thomas	United Service Div. General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,428
2.	News of The World	Miles Lab	Geoffrey Wade	NBC	188	Mon.-Fri., 7:30-45	1,381
3.	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,286
Weekday			(Average for All Programs)				(1,143)
1.	Helen Trent (1st half)	Ex Lax	Warwick & Legler	CBS	193	Fri., 12:30-45	1,714
2.	Helen Trent (2d half)	Mentholatum	J. Walter Thompson	CBS	186	Tues., Thurs., Wk. 2, 12:30-45	1,667
3.	Helen Trent (1st half)	Carter	Ted Bates	CBS	188	Mon., Wed., 12:30-45	1,619
4.	Our Gal Sunday (2d half)	Mentholatum	J. Walter Thompson	CBS	188	Fri., Wk. 2, 12:45-1	1,619
5.	Helen Trent (1st half)	Toni	North Adv.	CBS	188	Tues., Thurs., 12:30-45	1,571
6.	Ma Perkins (1st half)	Lipton	Young & Rubicam	CBS	191	Wk. 1, 1:15-1:30	1,571
7.	Young Dr. Malone (2d half)	Mentholatum	J. Walter Thompson	CBS	188	Wed., Wk. 2, 1:30-45	1,524
8.	Our Gal Sunday (1st half)	Colgate	Ted Bates	CBS	188	alt. days, 12:45-1	1,524
9.	A. Godfrey	Norwich	Benton & Bowles	CBS	188	Fri., Wk. 2, 11:15-30	1,524
10.	A. Godfrey	Staley	Ruthrauff & Ryan	CBS	188	Thurs., Wk. 1; Wed., Wk. 2, 10:15-30	1,476
Day, Sunday			(Average for All Programs)				(476)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	209	Sun., 1-2	1,381
2.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 12-12:05	952
3.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 10-10:05	809
Day, Saturday			(Average for All Programs)				(714)
1.	Allan Jackson News	Chevrolet	Campbell-Ewald	CBS	186	Sat., 10-10:05	1,333
2.	Robert Q. Lewis	L. Howe	Dancer-Fitzgerald-Sample	CBS	198	Sat., 11:50-55	1,190
3.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,143

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 10-minute duration, homes listening 1 minute or more are included.
Note: Number of homes is based on 47,615,000 September 1956 estimate of total United States radio homes.

Copyright 1957 by A. C. Neilsen Company

James Lees & Sons (carpets), Bridgeport, Pa., has appointed N. W. Ayer & Son, N. Y.

Pacific Coast Paper Mills (MD and Powder Room tissues), Bellingham, Wash., appoints Miller, Mackay, Hoeck & Hartung Inc., Seattle.

Swingline Inc. (office machines), Long Island City, N. Y., appoints Al Paul Lefton Co., N. Y.

Motta Inc., N. Y., U. S. subsidiary of Motta S. p. A. Milan, Italy, appoints Bermingham, Castelman & Pierce, N. Y., for its line of confectionery candies.

C. H. Runciman Co., Hallmark Div. (food products), Lowell and **Burgess Seeds & Plant Co.,** Galesburg, both Mich., appoint C. Wendel & Co., Chicago.

Thatcher Glass Mfg. Co., McKee Div. in Jeannette, Pa., appoints Sykes Adv. Inc., Pittsburgh.

Bakers Franchise Corp. (Lite-Diet low calorie bread), N. Y., appoints Emil Mogul Co., same city.

Murphy Products Co. (livestock and poultry feed), Burlington, Wis., appoints Aubrey, Finlay, Marley & Hodgson Inc., Chicago.

Rochester Savings Bank, Rochester, N. Y., appoints Hutchins Adv. Co., same city.

Lesur, Paris and Lesur, N. Y. (imported woolen fabrics) names Anderson & Cairns, same city.

A & A PEOPLE

R. Arnold Jackson, executive vice president in charge of sales and advertising, Ward Baking Co., N. Y., elected president and member of board of directors. **August F. Guckenberger** elected vice president of sales, advertising and merchandising. **Theodore C. Streibert,** former director of U. S. Information Agency, elected to Ward's board.

Daniel J. Gorman, account executive, Dancer-Fitzgerald-Sample, N. Y., appointed vice president.

Thomas H. Vaughn, vice president of Colgate-Palmolive Co., N. Y., to Pabst Brewing Co., Chicago, as vice president in charge of corporate development.

Carl Harold, assistant national sales manager, WTVJ (TV) Miami, Fla., to John S. Allen & Assoc., same city, as vice president.

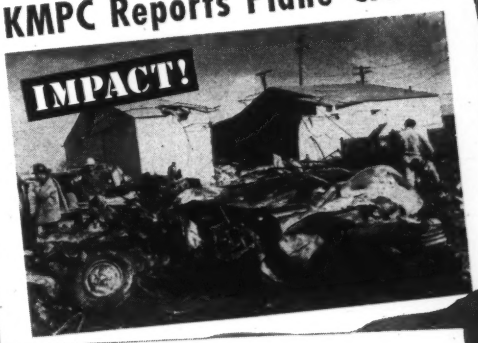
Mrs. Ann Whittlesey, head of account-bill-

SOUTHLAND FLOODED!

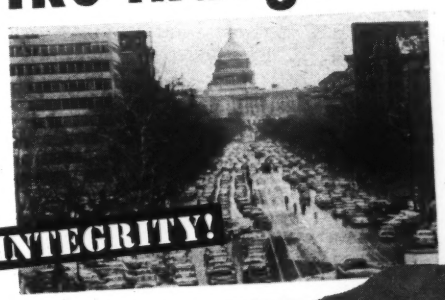
Ridge Route Blizzard Stalls 2000 Autos

Malibu Fire Toll $100 Million

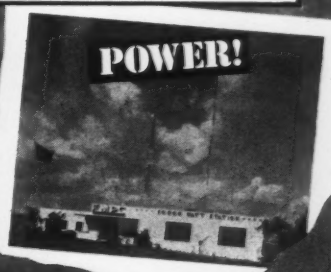
KMPC Reports Plane Crash



KMPC Covers Ike Inaugural



KMPC Listener Helps Calif. Highway Patrol



Thank You, Chief Klinger!

"AN AWARD OF APPRECIATION TO
RADIO STATION KMPC

By their accurate dissemination of facts they contributed to the public understanding of the grave problems besetting the L.A. County Fire Department and its allied agencies during the disastrous fires in the Malibu area.

By their devotion in the factual reporting of these fires they thereby contributed to the eventual control of the major conflagrations. I therefore believe a new standard has been set by the news media of America in Press Relationship on the coverage of the major fire disaster.

On behalf of the L.A. County Fire Department, I therefore present this scroll.

Awarded this 30th day of January, 1957."

Signed: Keith E. Klinger, Chief Engineer
L.A. County Fire Department

Dynamic News Coverage

as it happens—24 hours a day

More service to you by the fastest means of communication—RADIO

The West's Greatest Independent

50,000 WATTS

KMPC

THE SIGALERT STATION • LOS ANGELES

DIAL 710

REPRESENTED NATIONALLY BY AM RADIO SALES COMPANY

WIBC–Leads in Indiana

National Association of
Television & Radio Farm Directors
Certificate of Award
awarded to
Harry Andrews
In recognition of 10 years of
outstanding service to Agriculture through
FARM BROADCASTING
presented by the
National Association of Television & Radio Farm Directors
this 25th day of November, 1956

Harry Andrews, WIBC's versatile Farm Director was recently honored by the National Association of Television and Radio Directors with a Certificate of Award for 10 Years of Outstanding Service Through Farm Broadcasting.

Harry's programs and the programs of other WIBC personalities, not only lead in public service, but they have helped WIBC build bigger audiences than any other Indianapolis radio station. In the 31 county Indianapolis trading area, *WIBC programs rank first during 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

WIBC has many well known personalities ... Harry Andrews, Bill Baker, Lou Palmer, Jack Morrow, Joan Evans, Gordon Graham, Al Brooks, Easy Gwynn ... All of these personality salesmen are available on a "first come, first serve" basis to help you sell your product or service.

FIRST IN COMMUNITY SERVICE

FIRST IN AUDIENCE

FIRST IN THE HEARTS OF THEIR LISTENERS

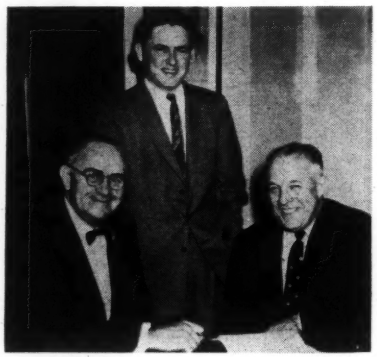
To Sell Indianapolis, and Indiana,
the Best Buy... the *Only* Buy Is... WIBC!

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES



ANNOUNCING the recent purchase of Baldwin, Bower & Strachan, Buffalo, N. Y., agency by Charles L. Rumrill & Co., Rochester, N. Y. [B•T, Jan. 21], are (l to r) William M. Baldwin, chairman of the board of the Buffalo agency which will retain its company name and corporate identity; George R. Darcy, vice president of the Rumrill agency, who will serve as executive vice president of the Baldwin agency to coordinate activities of both organizations, and Charles L. Rumrill, president of the Rochester agency. The sale increases the gross sales volume of the Rumrill agency from approximately $5.5 million to nearly $9 million.

ing-checking department, Griswold-Eshleman Co., Cleveland, named comptroller.

Hal Ross Yockey, advertising manager of Pam Am Southern Corp., to Joseph Katz Co., N. Y., as account executive.

Donald O. Larson to Patten-Holloway Services, San Diego, as account executive.

Delmar DeWolf, sales manager, Merdco (manufacturers' rep. firm), to The McCarty Co., Chicago, as account executive.

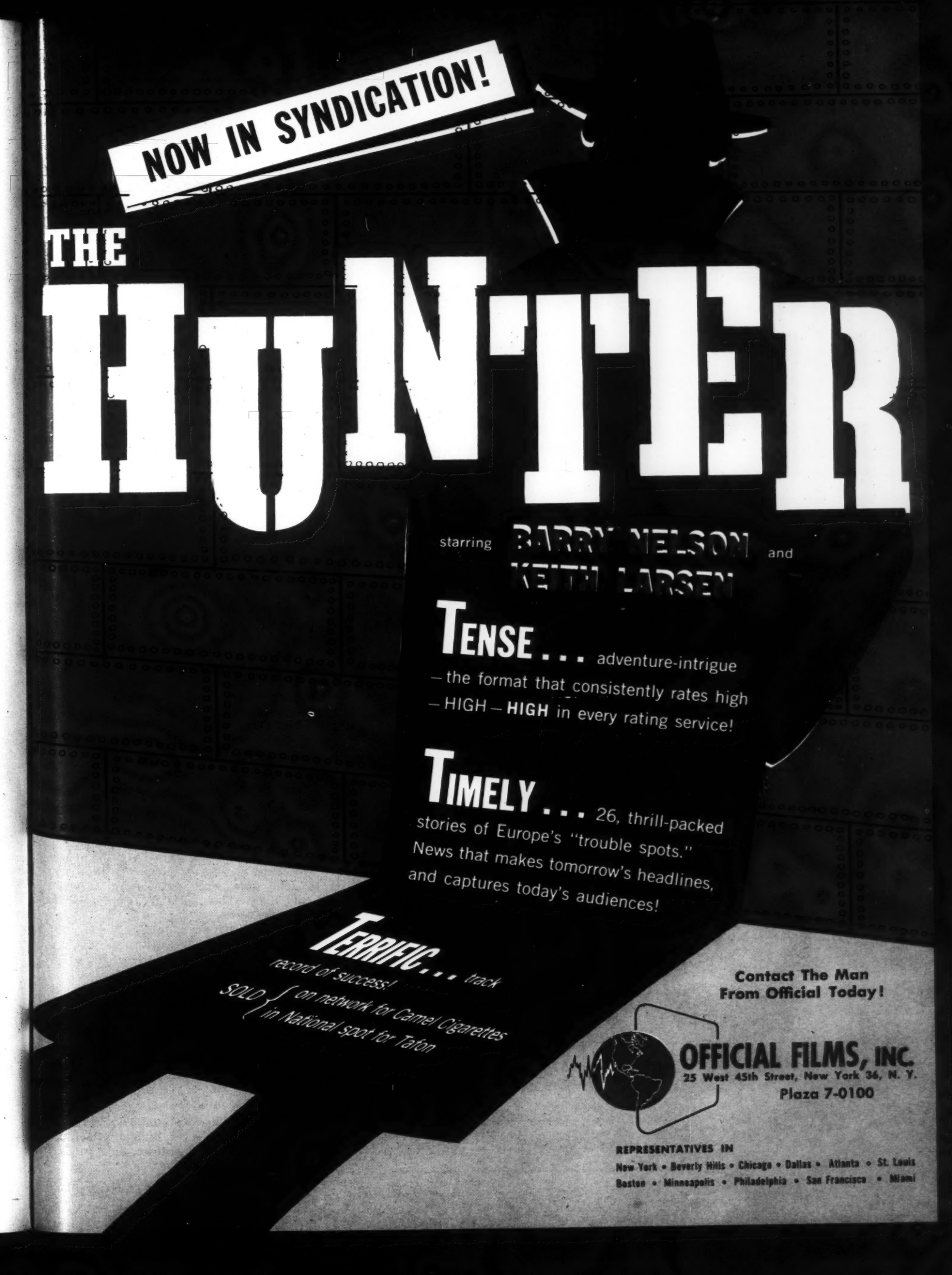
John Heiney, Ford Motor Co., Dearborn, Mich., central staff, joins J. Walter Thompson Co., Chicago, as account representative.

David Cloud, director of radio-tv creative department, Fitzgerald Adv. Agency, New Orleans, to Earle Ludgin & Co., Chicago, as tv production director. **H. Maurice Jones,** marketing research supervisor, Armour & Co., Chicago, and **John M. Wolfe,** promotion department, *Chicago Tribune,* to Ludgin's research department and copywriting staff, respectively.

Bayne Freeland promoted from assistant director to director of public relations for Quaker Oats Co., Chicago.

Robert R. Zemon, copy supervisor, Kenyon & Eckhardt, S. F., to Doyle Dane Bernbach, L. A., creative staff.

Mrs. Jory Graham, formerly with John W. Shaw Adv. Inc., and **Earl B. Cole,** previously at Kuttner & Kuttner Inc., both Chicago, to copywriting staff of Cunningham & Walsh, same city.


NOW IN SYNDICATION!
THE HUNTER
starring BARRY NELSON and KEITH LARSEN
TENSE . . . adventure-intrigue
– the format that consistently rates high
– HIGH – HIGH in every rating service!
TIMELY . . . 26, thrill-packed
stories of Europe's "trouble spots."
News that makes tomorrow's headlines,
and captures today's audiences!
TERRIFIC . . . track
record of success!
SOLD on network for Carmel Cigarettes
in National spot for Tafon
Contact The Man
From Official Today!
OFFICIAL FILMS, INC.
25 West 45th Street, New York 36, N. Y.
Plaza 7-0100
REPRESENTATIVES IN
New York • Beverly Hills • Chicago • Dallas • Atlanta • St. Louis
Boston • Minneapolis • Philadelphia • San Francisco • Miami

HAMM PLANS FILMS FOR 55 MARKETS

- **To place Ziv 'Harbor' show**
- **New tv policy formulated**

THEO. HAMM Brewing Co., St. Paul, has instructed its agency, Campbell-Mithun, Minneapolis, to scout for availabilities in a 55-market area in the Midwest, Southwest and Rocky Mountain states for placement of its newly-purchased *Harbor Command* package. Signed for last week in an agreement between the agency and Ziv Television Programs officials [AT DEADLINE, Jan. 28], the series will be shown for a full 52-week season (39-13 basis) starting Oct. 1, Ziv spokesmen said last week.

The Ziv officials said that the Hamm deal —estimated at $1.5 million gross billing— was the largest pre-release sale for a new syndicated property in Ziv's history. Among major cities which will get *Harbor Command* under Hamm sponsorship are Chicago, Denver, Kansas City, Dallas-Fort Worth, Minneapolis, Omaha, Des Moines and Milwaukee.

Originally titled *Harbor Patrol,* the name of the series was changed to *Harbor Command* after reports that P. Ballentine & Sons, which sponsors Ziv's *Highway Patrol,* objected to the similarities in title, especially after learning of sponsorship by a competing brewery.

For Hamm, purchase of the *Harbor Command* series represents a switch in broadcast strategy. Hamm has been spending $3.5 million annually in all media and has been sponsoring on a participating basis feature film packages, Westerns, sports, local tv newscasts and such series as *I Led Three Lives* and *Stars of the Grand Ole Opry*. This strategy may be revamped to achieve what Ziv National Sales Manager Walter Kingsley calls "program uniformity and maximum merchandising effectiveness," *i.e.* realignment of Hamm's schedule to sponsorship of one series, *Harbor Command.* Also being discussed, according to the Ziv executive, is possible expansion of the 55-market lineup, taking Hamm out of its traditional mid-country marketing area to achieve "near-national status."

Meanwhile, Ziv's sales vice president, M. J. Rifkin, in New York last week predicted a "general upbeat in purchases by national advertisers in spot-placed telefilm" for 1957, indicating that "at least 20% of these increased purchases will be traceable directly to syndication's ability to solve specialized marketing problems for major national sponsors."

Syndication's biggest advantage to a national advertiser, according to Mr. Rifkin: Ability to fill the "need for additional advertising impact to support other tv and non-tv media." Spot-placed syndicated shows, Mr. Rifkin feels, have successfully "beefed up" sagging markets, have helped launch new products in test campaigns and have overcome "seasonal problems" encountered by, for example, major oil companies who must sell anti-freeze in one part of the country while selling summer lubricants in other areas.

'ANNIE' SNEAKED IN

IN what was claimed to be a television "first," Television Programs of America, New York, presented a sneak preview of its new *Tugboat Annie* series last Friday in a Chicago theatre for regular patrons. The pilot film of the series was shown before the start of late-evening double feature program without advance notice to the audience. Spectators were asked at the conclusion of the tv film to give their opinion. A TPA spokesman said that audiences have been invited in the past to view and evaluate tv programs shown in a theatre, but, to his knowledge, this marked the first time that a sneak preview of a tv series was shown in a motion picture house.

Screen Gems Names Adler As National Sales Manager

APPOINTMENT of S. L. (Stretch) Adler, for two years senior account executive at Screen Gems, New York, to the newly-created post of national sales manager of Guild Films Co., New York, was announced last week by John Cole, Guild vice president for sales.

In his new post, Mr. Adler will supervise the planning and selling of Guild Films programs on a national level. Before he joined Screen Gems, Mr. Adler had been with the William Morris Agency as head of its tv department in Chicago and as tv sales agent in New York, and with Crosley Broadcasting Corp. and Frederic W. Ziv Co. as a sales executive.

Utica Beer Buys 'David Grief' For 10-City Area in N. Y. State

SALE of *Captain David Grief* to West End Brewing Co. (Utica Club beer), Utica, N. Y., for sponsorship in a 10-city area in upper New York State, was announced Thursday by John Cole, vice president for sales of Guild Films. This marks the fifth regional sale of the series.

The contract is for a firm 52 weeks and was negotiated through Ed Rosenwald, vice president and account executive of Harry B. Cohen Adv., New York.

West End is the third large beer company to sponsor *Captain David Grief,* the other two being Stroh Brewery of Detroit and the Pearl Brewing Co. of Texas. The two other regional sponsors are Standard Oil of California and D-X Sunray Oil of Tulsa. Mr. Cole also announced that Pearl Brewing has added San Antonio to the list of cities where it will sponsor the series.

The Utica Club beer contract embraces Albany-Schenectady-Troy, Buffalo, Syracuse, Binghamton, Utica, Watertown, Plattsburgh, all N. Y., and Altoona, Pa.

it's a matter of record!

WCUE spins more pop platters, more often; plays the sweetest music, all day long. WCUE gives the home folks more news, more often; reports on their neighbors, brings the whole world into their homes. You're right on CUE . . . it's a matter of record.

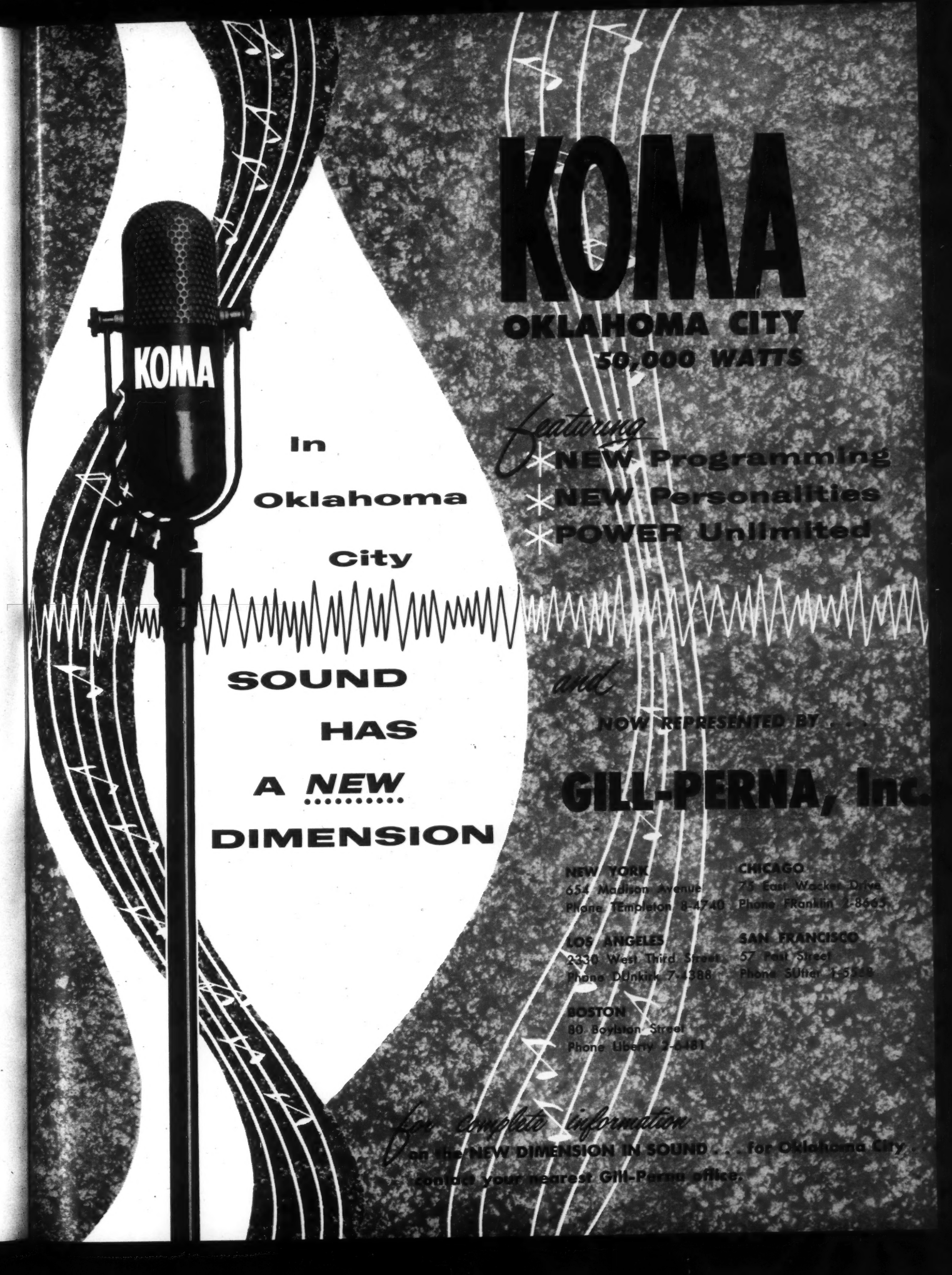
more **MUSIC**
more **NEWS**
more **OFTEN**

Wcue

Tim Elliot, *President*

The Elliot Stations
great independents—good neighbors
WCUE Akron, Ohio
WICE Providence, R. I.

Represented by the John. E. Pearson Company


KOMA
In
Oklahoma
City
SOUND
HAS
A NEW
DIMENSION
KOMA
OKLAHOMA CITY
50,000 WATTS
featuring
*NEW Programming
*NEW Personalities
*POWER Unlimited
and
NOW REPRESENTED BY . . .
GILL-PERNA, Inc.
NEW YORK
654 Madison Avenue
Phone TEmpleton 8-4740
CHICAGO
75 East Wacker Drive
Phone FRanklin 2-8693
LOS ANGELES
2330 West Third Street
Phone DUnkirk 7-4388
SAN FRANCISCO
57 Post Street
Phone SUtter 1-5568
BOSTON
80 Boylston Street
Phone Liberty 2-0181
for complete information
on the NEW DIMENSION IN SOUND . . . for Oklahoma City . . .
contact your nearest Gill-Perna office.

Jack can be there in ten minutes...

And he'll be glad to be there. In fact, Jack Masla's the kind of man who has very little time to putter around in his garden simply because he never says "no" to a call for help. And when it comes to Burke-Stuart stations wherever they may be, Jack can *really* help. He not only has all the availabilities at his finger-tips, he also has a hat-full of ideas on how to merchandise the program and the product to the client's best advantage. Having worked on both sides of the fence—Advertising Agency *and* Radio Station—his understanding of the problems is crystal clear. Jack Masla was never a man to capitalize on friendship, but oddly enough, his "what can we do to help" attitude has made him a lot of friends. Perhaps Jack can be of *service* to you. Our telephone is: PL 1-4646. If Jack is out calling on someone else when you phone, ask for our President, Ted Oberfelder. He'll be glad to pinch hit.

BURKE-STUART CO., INC.

Radio and Television Station Representatives

60 East 56 Street, New York 22, New York

Chicago • Detroit • Los Angeles • San Francisco

Representing, among others: WCFL, Chicago, Illinois, WAKR & WAKR-TV, Akron, Ohio, WIVY, Jacksonville, Florida, WINS, N. Y.

Switch to Tv Overseas Seen Easy For Theatrical Film Ad Makers

PRODUCERS of commercial film for theatre use overseas easily adapt themselves to tv film commercial production as tv stations open up in foreign markets, according to Don E. Widlund, J. Walter Thompson Co., supervisor of production for films for overseas use.

Mr. Widlund made this point in a discussion of "Theatre Screen and Television Advertising," presented Thursday at a luncheon meeting in New York of the International Advertising Assn.

The ease of conversion can be traced, he said, to the growth of theatre screen advertising that has kept pace by an expanding international export business. The agency, he indicated, uses the facilities of overseas film producers for both theatre and tv needs.

While the agency's step up of overseas film production for theatre screen advertising continued, Mr. Widlund noted that "television stations started to open up." Stations demanding commercial film, he explained, now operate in Argentina, Brazil, Colombia, Cuba, the Dominican Republic, El Salvador, Guatamala, Mexico, Puerto Rico, Uruguay and Venezuela.

His talk detailed problems of production and distribution, emphazing, for example, the importance of the film producer who goes overseas, in having the proper translation for scripts in advance. A script in English, he said, gains in words when translated into Spanish, French and other languages, thus making it difficult for the overseas' narrator to keep within a 58-second period allowed for a sound track on a minute commercial.

Other problems discussed by Mr. Widlund were selection of production crew, interior set design and construction, casting, presentation of the product, choice of film stock, shooting, rushes, color processing, editing budget, and expediting the movement of the finished film product to its destination for showing.

Am-Par to Put $3 Million In Films for Theatre Use

PLANS to invest about $3 million for the production of motion pictures in the next six months were announced last week by Irving H. Levin, president of Am-Par Pictures Corp., subsidiary of American Broadcasting-Paramount Theatres Inc.

Mr. Levin said that Am-Par is considering some 40 properties for production, but added that titles are being withheld pending the completion of negotiations. He reported that Am-Par recently had completed its first motion picture, "Beginning of the End."

Am-Par was formed last November by AB-PT [B•T, Nov. 19, 1956], and at that time, officials said the move was "aimed at helping to overcome the shortage of pictures for theatres." It was pointed out the company had no immediate plans to produce films for television.

Donald H. McGannon, President
Westinghouse Broadcasting Company, Inc.

"Now is the time for all good men . . ."

It seems to us particularly apt that the broadcasting industry do something to honor Thomas A. Edison. His birthday comes up next week and the electrical industry celebrates it annually with National Electrical Week.

The reason *we* feel a sense of obligation is that without Edison we might not be in the broadcasting business. Simple deduction: no electricity—no radio or TV.

WBC has planned a week-long tribute (February 10-16) on all its stations. Spot announcements . . . interviews with public officials . . . station tours . . . free plugs for local utilities—the works.

Those are *our* plans—how about joining us?

Sincerely,

Donald H. McGannon

Donald H. McGannon, *President*

P. S.: National Electrical Week materials for radio and TV stations can be obtained by contacting the National Electrical Week Committee, at either 290 Madison Ave., New York 17; or c/o Fleishman-Hillard, Inc., 407 N. Eighth St., St. Louis 1, Mo.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—**BOSTON,** WBZ+WBZA; **PITTSBURGH,** KDKA; **CLEVELAND,** KYW; **FORT WAYNE,** WOWO; **CHICAGO,** WIND; **PORTLAND,** KEX

TELEVISION—**BOSTON,** WBZ-TV; **PITTSBURGH,** KDKA-TV; **CLEVELAND,** KYW-TV; **SAN FRANCISCO,** KPIX

WIND REPRESENTED BY A M RADIO SALES • KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Loew's, AAP Pact Hinges On Tom & Jerry Inclusion

LOEW's Inc. continued to hold discussions last week with Associated Artists Productions, New York, for the leasing of the domestic tv rights to more than 900 MGM short subjects to AAP for more than $4.5 million.

The disposition of 125 Tom and Jerry cartoons reportedly is delaying the signing of a contract. MGM is said to be willing to sell the shorts, excepting the Tom and Jerry cartoons, to AAP for $4.5 million but is insisting on about $6 million if these cartoons are included. AAP is asking for these cartoons and other short subjects at $4.5 million.

Jaffe Leaves Official Films

RESIGNATION of Herb Jaffe as vice president of Officials Films, New York, was announced last week by Harold L. Hackett, president. No reason was given but it was reported that Mr. Jaffe planned to enter into an association in "the literary and legitimate theatre fields."

No successor has been named to assume Mr. Jaffe's post. His place on the board of directors of Official Films, Mr. Hackett said, will be filled by Leonard O. Fisher, general partner in the brokerage and underwriting firm of John H. Kaplan & Co., New York.

WARNER BROS. features plus Popeye and Merrie Melodies cartoons will go to Texas Telecasting Inc. (KDUB-TV Lubbock-KPAR-TV Sweetwater) under terms of the contract signed here by W. D. (Dub) Rogers, president-general manager of Texas Telecasting. Witnesses: Robert Montgomery (l) of Associated Artists and Jimmie Isaacs, vice president and general sales manager of Texas Telecasting.

WGN-TV to Show NTA Films

WGN-TV CHICAGO has signed as local outlet for the NTA Film Network, it was announced Wednesday by Ward L. Quaal, vice president and general manager of WGN Inc.

Calif. National Names Perles

ARTHUR PERLES, an 18-year veteran with CBS Press Information, last week was designated to succeed Frederick (Fritz) Jacobi as press and publicity director of California National Productions Inc., New York. Mr. Jacobi resigned Jan. 30 to take a public relations post with Harvard U. [AT DEADLINE, Jan. 21].

FILM SALES

Interstate Tv Corp., N. Y., announces following sales: *Adventure Action Series* to KROD-TV El Paso, Tex., and WBTW (TV) Florence, S. C.; *Adventure Album* to WMFD-TV Wilmington, N. C.; *Little Rascals* to WEWS (TV) Cleveland, KQTV (TV) Fort Dodge, Iowa, KNOE-TV Monroe, La., WHBF-TV Rock Island, Ill.; *Public Defender* to WTVW (TV) Evansville, Ind.; *Royal Playhouse* to KVOS-TV Bellingham, Wash., and *Where Were You?* to KLBJ-TV Henderson-Las Vegas, Nev.

Sportlite Inc., Chicago, reports sales on *The Bud Wilkinson Show* to KWWL-TV Waterloo, Iowa; WBNS-TV Columbus; WHAS-TV Louisville and two educational stations—WKNO-TV Memphis and WTTW (TV) Chicago. Company also reports sale of Byron Nelson's *Let's Go Golfing* series to KMJ-TV Fresno, Calif., and WBNS-TV.

FILM RANDOM SHOTS

Criterion Film Labs., New York, announces it has increased its color facilities by 50% during first seven months of operation and has installed custom design equipment to insure rapid delivery of 35 mm black and white rushes.

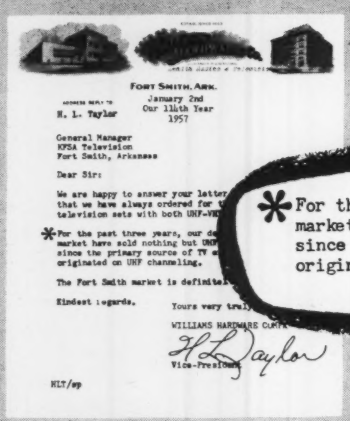
FILM PEOPLE

Fred W. Yardley, formerly with sales staff of Guild Films Co., joins C&C Tv Corp., N. Y., in similar capacity.

Don Menchel, film coordinator, ABC Film Syndication, N. Y., married Barbara Winograd, Jan. 27.

ONE-YEAR contract on KPTV (TV) Portland, Ore., for *O. Henry Playhouse* is signed for Pacific Power & Light Co. by Jack Foley, advertising manager. L to r: Ted N. Tracy, McCann-Erickson Northwest manager; Mr. Foley; Dwayne Heathman, McCann-Erickson account executive, and Wayne Bartholemy, KPTV salesman.

in Ft. Smith UHF is first



FORT SMITH, ARK.
January 2nd
Our 11th Year
1957

H. L. Taylor

General Manager
KFSA Television
Fort Smith, Arkansas

Dear Sir:

We are happy to answer your letter that we have always ordered for ... television sets with both UHF-VHF.

*For the past three years, our dealers in this market have sold nothing but UHF equipped sets since the primary source of TV entertainment originated on UHF channeling.

The Fort Smith market is definitely ...

Kindest regards.

Yours very truly,
WILLIAMS HARDWARE COMPANY
H. L. Taylor
Vice-President

HLT/ep

NO CONVERSION PROBLEM in the Ft. Smith area, because KFSA-TV was first on the scene by over three years.

*For the past three years, our dealers in this market have sold nothing but UHF equipped sets since the primary source of TV entertainment originated on UHF channeling.

Yes . . . KFSA-TV is FIRST in the Ft. Smith trade area.

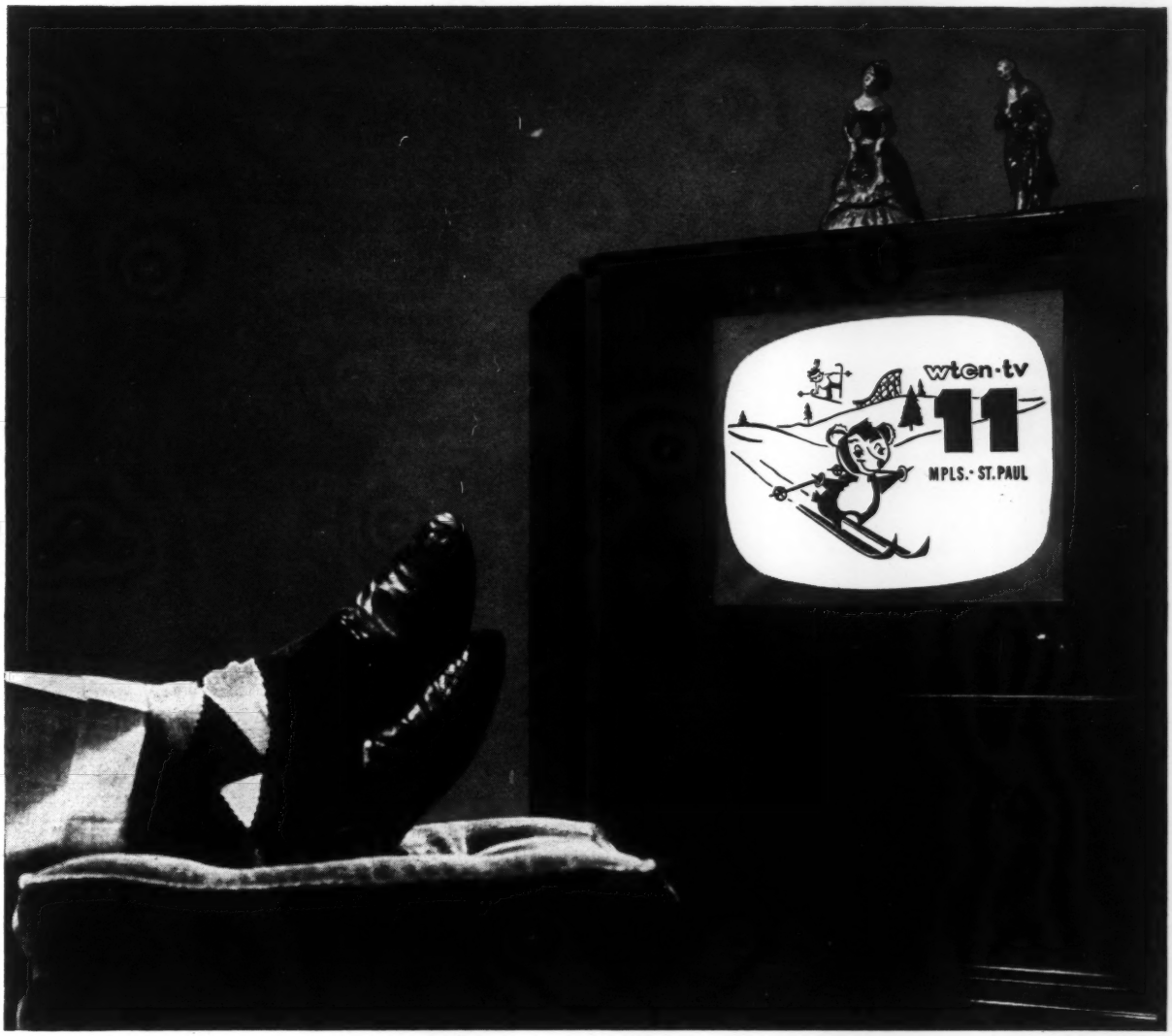
For choice availabilities contact—

KFSA-TV

The only SUCCESSFUL UHF in the Great Southwest

NBC-ABC Ft. Smith or John E. Pearson Company

Affiliated Management
KFSA Radio • Ft. Smith Times-Record • Ft. Smith Southwest American



WATCH WTCN-TV... where BIG things are happening!

WTCN-TV in 1st or 2nd place 58% of the time!

No place else in the important Twin Cities market can an advertiser find ratings like these at rates like WTCN-TV's! Out of 160 total quarter hours between 4 pm-midnight* ARB shows WTCN-TV pulls *top* . . . or next to top . . . ratings 58% of the time! Get all this PLUS the lowest rates of the "big three" network stations in town! Contact your Katz representative today!

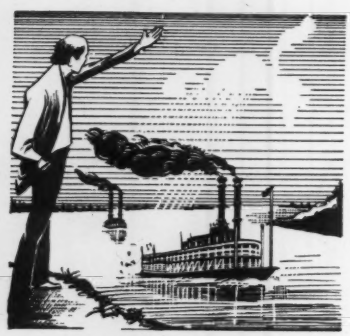
**ARB . . . December, 1956*

WTCN-TV Channel 11

ABC Network MINNEAPOLIS • ST. PAUL

Represented Nationally by the Katz Agency, Inc.
Affiliated with WFDF, Flint; WOOD AM & TV, Grand Rapids; WFBM AM & TV, Indianapolis

316,000 watts



'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

95,670 more homes per month

99,430 more homes per week

101,130 more daytime homes, weekdays

100,580 more nighttime homes, weekdays

WSAZ-TV steams with comparable popularity across a four-state domain wherein almost $4,000,000,000 buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

ABC-TV CONTINUES FORWARD PUSH

- **Talent acquisitions: Singers Pat Boone, Guy Mitchell**
- **Network signs Chevrolet, appoints Accas, Rabinovitz**

TWO new talent acquisitions, a new sponsor, and two new executive appointments highlighted developments at ABC-TV last week as that network continued jockeying for a position for a tighter race with NBC-TV and CBS-TV next fall [B•T, Jan. 28].

In addition, at least two tv stations reported privately that they had had talks with ABC-TV authorities in which the possibility of their receiving special compensation inducements, in return for switching their primary affiliations to ABC-TV, was discussed. They said the implication was that ABC-TV would be willing to grant them terms—including waiver of all free hours—that in effect would give them as much as 40% to 50% more compensation than they were getting from affiliation with other networks. One station said it decided to reject the "offer."

ABC-TV officials—who earlier had refused to confirm reports that they might offer "special inducements" if necessary to gain entree into key markets where ABC-TV currently has no outlets for live programming—maintained that "we've approached no stations but some stations have approached us" regarding possible affiliation changes.

Asked whether such discussions encompassed the possibility of special inducements, Oliver Treyz, vice president in charge of ABC-TV, replied: "No comment."

In the talent, sales, and executive field, the week brought these results:

• Signing of Pat Boone, young singing star, for a series of weekly half-hour programs starting next fall and signing of Chevrolet Div. of General Motors to sponsor him. The series is slated to start the first week in October and is expected to go into a Thursday or Friday night spot. Campbell-Ewald is agency for Chevrolet and the sponsorship contract was reported to be for 52 weeks.

• Signing of Guy Mitchell, another singing name, also for a half-hour musical series.

• Appointment of Gene Accas, TvB vice president and operations director, and Jason Rabinovitz, now in business management for ABC-TV, as key administrative assistants to Mr. Treyz.

The Pat Boone-Chevrolet deals and the signing of Guy Mitchell had not been officially announced late last week, though authoritative sources had confirmed them. The Accas-Rabinovitz appointments are being announced today (Monday) by Mr. Treyz.

Mr. Accas is slated to return to ABC-TV from TvB in mid-February. He will handle special assignments in the areas of advertising, promotion, publicity, research and sales, and also will be responsible for the development of sales and program concepts for "tomorrow," Mr. Treyz reported. Mr. Rabinovitz will be responsible for the financial and business matters and will coordinate operating and service departments.

Mr. Accas served ABC in several executive posts before he moved to TvB early last year, and before that he was with NBC as a sales presentation writer and with Foote, Cone & Belding in research. He joined ABC in July 1951 as manager of radio sales development and was successively advanced to radio sales development manager and consultant; manager of radio sales development and owned tv stations sales development, and director of sales promotion. In September 1954 he was named director of ABC advertising, promotion, publicity and continuity acceptance, and in November 1955 was

MR. RABINOVITZ

MR. ACCAS

appointed director of sales development and research for ABC.

Mr. Rabinovitz joined United Paramount Theatres in December 1949 as assistant to the secretary-treasurer and became head of stockholder and financial public relations in early 1953. Following the merger of UPT with ABC to form American Broadcasting-Paramount Theatres, he moved to the ABC division in mid-1953.

ABC-TV Buys VTRs To Ease DST Trouble

ABC-TV has purchased three Ampex videotape recording units which it will place into large-scale use in April for Daylight Saving Time delayed telecasting.

Current blueprint is to install the recorders in Chicago in February and March to allow unlimited local time zone repeats of tv programs when DST is in effect. Live shows will be repeated to many other time zones within an hour after their original presentation in the East. Last year, ABC had installed at Chicago a film video delay system for DST, making possible storage of programs for an hour before replay.

Frank Marx, ABC's vice president in charge of engineering and general services, explained ABC Radio and Ampex Corp. just after World War II had developed equipment for delayed radio broadcasts during DST periods.

NBC-TV already is taping a number of programs at the time of their broadcast in the East for repeating to the Far West three hours later, and in the case of *Truth or Consequences,* originating in the West, network tapes show the night before it is seen in the East and West.

New Standard of Comparison in Pick-up Tubes

RCA MICRO-MESH IMAGE ORTHICONS

Commercially Proved—In On-Air for dependable, improved picture quality

Designed to keep pace with ever-improving programming techniques, RCA "MICRO-MESH" Image Orthicons are being acclaimed by station men as the finest camera tubes ever used in commercial television.

With a mechanical exactness heretofore unattainable, RCA MICRO-MESH design has increased the mesh fineness of camera tubes from 500 lines per inch—*to 750 lines per inch!* This improvement works for you three ways. (1) It enables you to "kill" mesh pattern and moiré effect without need for defocussing the picture—whether you are on black-and-white or color. (2) It substantially improves picture-detail contrast. And (3) RCA Image Orthicons with MICRO-MESH are particularly effective in permitting the use of adequate aperture correction to improve detail contrast when the tube is operated below the "knee" of its transfer characteristic—as occurs in color television.

MICRO-MESH design—another RCA original development in TV camera tubes—exceeds all present-day requirements for high-quality pictures in all RCA Image Orthicons and Vidicons—*at no extra cost to you.* RCA camera tubes with MICRO-MESH are available from your RCA Tube Distributor. For technical data on RCA camera tubes, write RCA Commercial Engineering, Harrison, N.J.

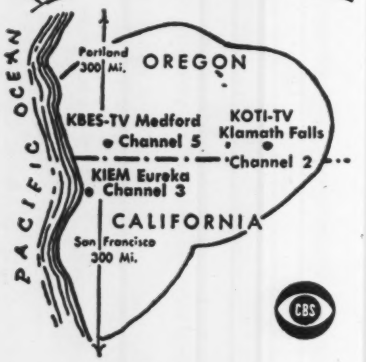
Why Station Men like MICRO-MESH

- Eliminates mesh pattern and moiré effect without defocussing.
- More than meets all technical requirements of 525-line TV system.
- 750-mesh tube with aperture-correction circuit provides 100% response for 350-line information. 500-mesh tube without aperture-correction circuit permits only about 60% response for 350-line information. Although correction circuit can be used with 500-mesh tube, such use emphasizes moiré and beat-pattern problems.
- Micro-Mesh minimizes beat pattern between color subcarrier and frequency generated by beam scanning mesh-screen pattern.
- Improves detail of color pictures.

CAMERA TUBES FOR TELECASTING

® RADIO CORPORATION OF AMERICA Tube Division, Harrison, N. J.

THE CALIF.-ORE. TV TRIO



The *Smullin* TV Stations

KOTI CHANNEL 2 Klamath Falls, Ore.
KIEM CHANNEL 3 Eureka, Calif.
KBES CHANNEL 5 Medford, Ore.
} CBS NBC ABC

Three markets—one billing

MARKET FACTS

POPULATION	338,800
FAMILIES	109,800
TV FAMILIES	81,252
RETAIL SALES	$474,450,000
CONSUMER SPENDABLE INCOME	$591,194,000

"The Calif.-Ore. TV TRIO bridges the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR *Television* ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

NBC-TV MOVES TO COUNTERACT ABC-TV BIDS TO LURE AFFILIATES

NBC-TV moved last week to counteract any ABC-TV bid—direct or otherwise—to lure NBC affiliates into the ABC-TV fold.

The move was in the form of research data pointing up NBC-TV gains in daytime program ratings and sponsorships particularly.

Although they did not say so specifically, the NBC officials' intent seemed plain: by indirection to caution any affiliate with a wandering eye that he stood to lose if he should switch to ABC-TV. ABC-TV has virtually no sponsored programming in the daytime before 5 p.m., although ABC-TV officials are confident of an improved position in this respect next fall.

The NBC-TV data came on the heels of the disclosure in B•T of ABC-TV's planning for fall, its claims of substantial advances in the last few months, and its obvious confidence that it will soon be able to get into several key markets to which it currently has no live access [B•T, Jan. 28; also see story, page 48].

Gain Over Last Year

The figures released by NBC-TV included computations showing that the average NBC-TV program between 12 noon and 5:30 p.m. in December 1956 was reaching 41% more homes, had a 29% greater share of audience, and was 19% higher in average audience ratings than was the case in December 1955. In addition to these figures, which were based on Nielsen measurements, officials noted that NBC-TV morning programming is picking up and that the *Price Is Right* and *Truth or Consequences* offer especially strong lead-ins to afternoon shows.

They emphasized that *Queen for a Day*, in the 4-4:45 p.m. strip, has an average audience of 4,222,000 homes—which they claimed is not only the highest of all daytime shows on television but also represents more homes than are reached by 20 out of 37 shows on ABC-TV at night.

In terms of sponsored hours—day and night—they said NBC-TV is up from 43 hours a week a year ago to 46 a week now, with this gain concentrated in daytime hours: from 10 hours 38 minutes daytime a year ago to 15 hours 23 minutes this year.

They also maintained that, according to Nielsen data for December, in 44 evening half-hours where NBC-TV competes with ABC-TV, NBC is ahead in 27, ABC in 17. Trendex figures, they said, gave NBC-TV an even larger margin—a lead over ABC-TV in 32 half-hours in such markets. This was directly in answer to ABC-TV's claim the preceding week that, in such cities where all networks had equivalent facilities, ABC-TV was moving up in periods of leadership as compared to a year ago, with an edge over NBC-TV specifically in 17 half-hours in January as against six in January 1956 [B•T, Jan. 28].

Turning their competitive data on CBS-TV, they cited latest American Research Bureau figures—for January—showing that for programs between 11 a.m. and 5 p.m., NBC-TV had an average rating of 9.1 against an 8.4 for CBS-TV. The 9.1 average rating was described as a 30% increase for NBC-TV over its average in the previous month's ARB. On the basis of these measurements NBC-TV claimed to have outrated CBS-TV in eight of the 13 half-hours where they had competitive programming.

NBC-TV officials also expressed pleasure with their progress against what they consider three key CBS-TV evening shows—*Ed Sullivan, I Love Lucy, Jackie Gleason.*

They noted that in Trendex ratings the Gleason show reached as high as 78.5 share of audience in February 1955 but in recent months has been substantially lower—35.1 in January this year as compared to 53.5 for the opposing *Perry Como Show*. Against Ed Sullivan, they continued, Steve Allen has been edging up gradually and last week passed the Sullivan show with a 45.5 share against 40.2 for the CBS-TV program. In the case of *Lucy*, they asserted, NBC-TV's *21* in the past three weeks has achieved the highest Trendex NBC has ever recorded against the CBS veteran, with 40.0 for *21* last week against 46.3 for *Lucy*.

NBC-TV officials acknowledged concern for their "overall" evening situation, but point out that they have a number of plans for next fall and are developing them in consultation with their affiliates advisory board.

Although some changes already have been scheduled for the next few weeks—*Wells Fargo* to replace *Stanley* in March, Monday, 8:30 to 9 p.m., and another new one to succeed *Hiram Holliday*, Wednesday, 8 to 8:30 p.m.—most of the planning is concentrated on next fall's lineup.

Among the latter plans, but not yet definite, is one to rotate comics in a weekly series tentatively slated for Saturdays at 9-10:30 p.m. or alternatively, in a shorter version Fridays at 9-10 p.m.

NBC Joins Semantics Bureau

TO HELP heighten radio's advertising effectiveness, the NBC Radio network has joined the Professional Service Bureau of the New York Society for General Semantics, becoming the first industry member of the society, it was announced jointly last week by Matthew J. Culligan, vice president, NBC Radio, and Dr. Robert Holston, president of the New York Society for General Semantics.

In announcing the association, Mr. Culligan explained: "In applying the principles of general semantics to broadcast advertising, we hope to maximize the value of radio as an advertising medium and make it the best possible communications bridge for the written and spoken word. Our immediate objective will be further exploration of the scientific and psychological basis for NBC Radio's increasingly popular imagery transfer concept."

BELIEVABILITY

built the EARTH SATELLITE

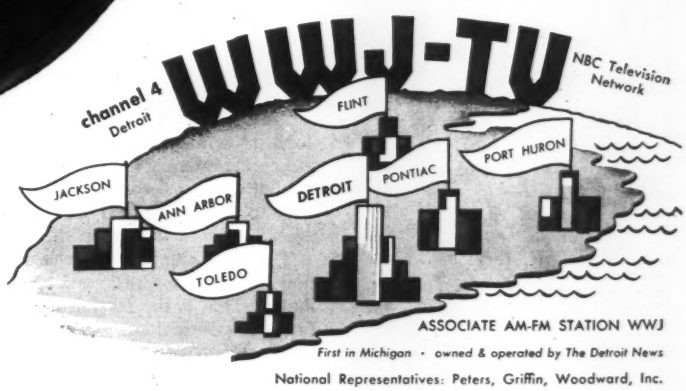
...and WWJ-TV

The man-made moon, with its promise of scientific revelations beyond price, was built on faith that man can conquer the far-reaches of the universe.

WWJ-TV, with its consistent leadership and emphasis on quality, has given Detroiters another well-founded faith—faith that dialing Channel 4 provides the finest of television entertainment, complete and objective news coverage, outstanding community service features . . . all in good taste, always.

Seeing is believing to the great WWJ-TV audience—a priceless advantage to every advertiser.

First earth satellites for Project Vanguard have just been built by Detroit's Brooks & Perkins, Inc. According to James S. Kirkpatrick, Vice President, the magnesium spheres will be launched during the International Geophysical Year and will travel in orbits 300 miles away in space.



ASSOCIATE AM-FM STATION WWJ

First in Michigan • owned & operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.

PROMOTION of three executives in NBC Research and Planning was announced last week by Hugh M. Beville Jr., NBC vice president for planning and research. Affected are (l to r) Dr. Thomas E. Coffin, manager of research, who becomes director of research; Allen R. Cooper, manager of markets and media for NBC Research since August 1952, who is advanced to director, corporate planning, and James H. Cornell, manager of audience measurement, who becomes staff assistant, programming planning.

Koop Praises Use Of Ampex Video Tape

TELEVISION is excited about the wider use of Ampex video tape, Theodore F. Koop, CBS Washington director of News and Public Affairs said last week before U. S. Department of Agriculture's fifth annual visual workshop.

Mr. Koop, who is also president of the Radio and Television News Directors Assn., pointed to the inaugural coverage of the public oath-taking by the President and the Vice President which was played back by CBS and NBC soon after the actual swearing in ceremonies.

He told the dinner meeting in Washington that the new technique will give news coverage greater depth. The wider use of video tape will give tv greater exposure for news and at the same time expand one of the great means of mass communication, Mr. Koop declared.

The CBS news official then took up the fight for greater freedom of information. While he praised USDA information officials both for their techniques in disseminating information and its free flow, he told the workshop audience, many of whom were information specialists, that a copy of the Bill of Rights should be above the desk of all government officials.

The American people were granted freedom of the press, he said, and the media of mass communications are only the agents for the people.

Mr. Koop urged the government officials to keep standards of news high and to avoid publicity. He asked them to avoid the tendency to cover up unfavorable news and mistakes.

The CBS official said he hopes to see Section 315 of the Communications Act eleminated. That is the section referring to equal time for political candidates.

Mr. Koop stated that the broadcasting industry is made up of people who understand their responsibility toward the public. Equal time, he said, for political candidates is an accepted practice of responsible industry officials. The law is outmoded; the public would quickly respond to violations by individual owners or networks, he added.

"News coverage today is not letter perfect," he said. "But, I hope it never will be."

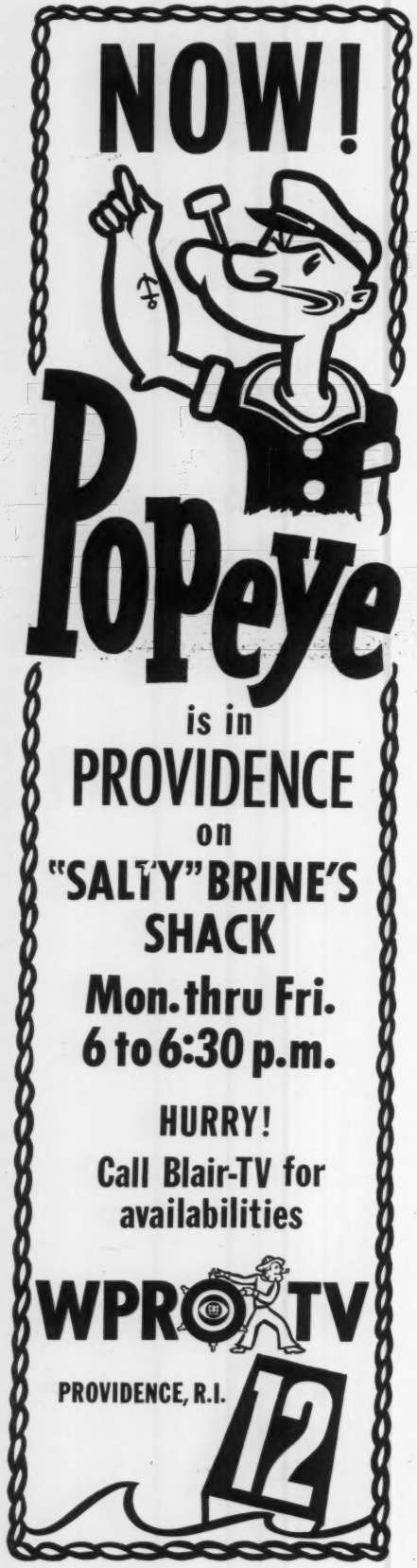
Television coverage of the national conventions in 1960 will be "gavel to gavel" in the view of Mr. Koop.

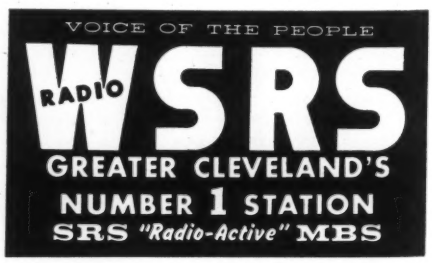
Mr. Koop pointed out both parties would have new personalities and new aspirants in the presidential race. Mr. Koop said that new issues would grow in the coming years. The intra-party battles before and during the conventions will necessitate complete coverage, he predicted.

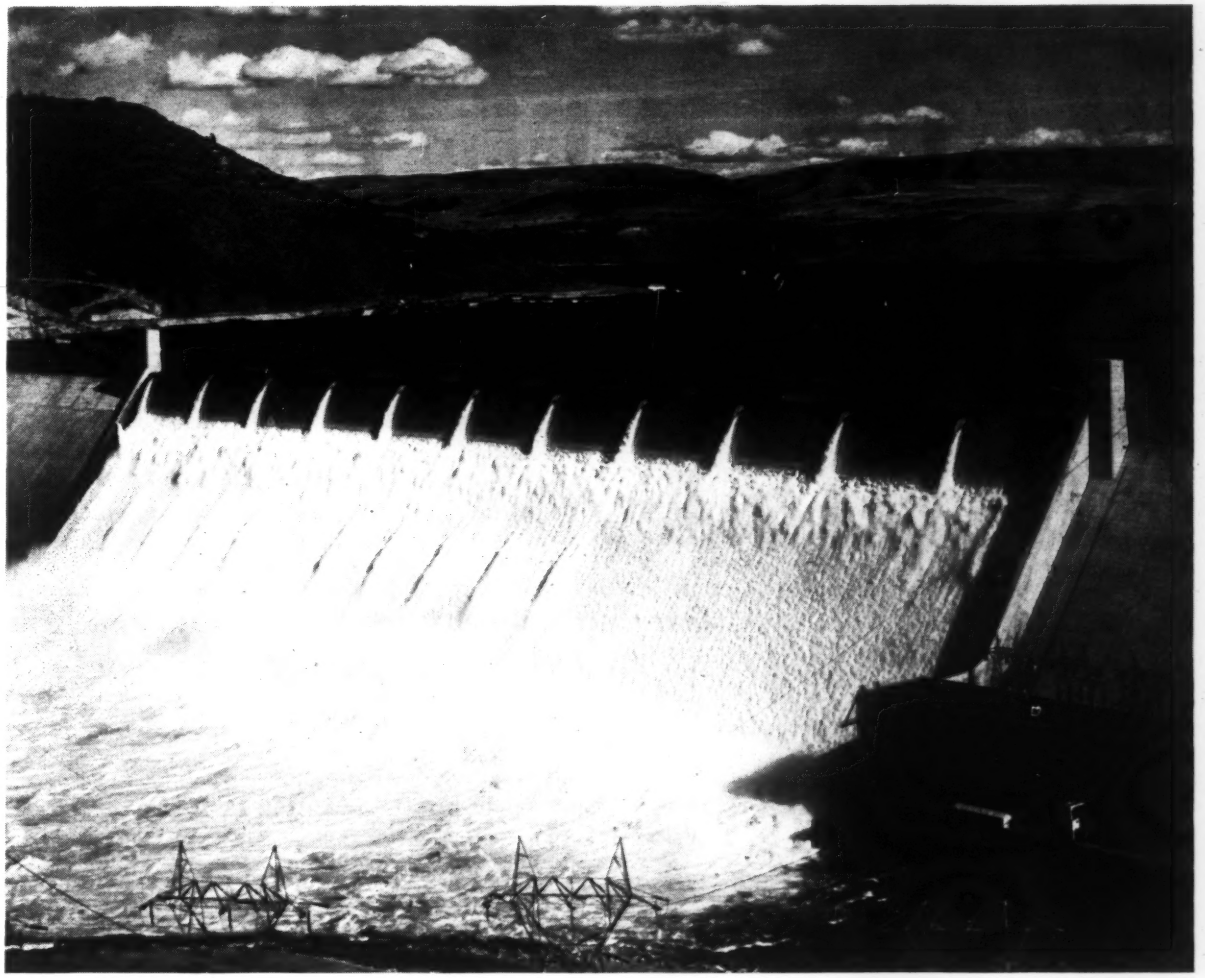
Mr. Koop admitted that his personal views are contrary to the popular belief that the 1960 conventions will receive less intensive coverage than those of last summer.

ABC-TV Signs Four Sponsors

SIGNING of four advertisers as participating sponsors of ABC-TV programs was announced last week by William C. Gillogly, eastern sales manager of ABC-TV. New sponsors: Bauer & Black Div., Kendall Co., Chicago, through Leo Burnett, Chicago, for *Circus Time* (Thurs., 8-9 p.m. EST); Blue-Jay Sales Div. of Kendall, through Burnett, for *Afternoon Film Festival* (Mon.-Fri., 3-4:30 p.m. EST); Bon Ami Co., New York, through Ruthrauff & Ryan, New York, for *Circus Time,* and Yardley of London Inc., New York, through N. W. Ayer & Son, New York, for *Famous Film Festival* (Sat., 7:30-9 p.m. EST).







Color prints shine like originals on . . .

ANSCO DUPLICATING COLOR FILM ...TYPE 238

There's a world of difference in 16mm release prints . . . and that *quality* "edge" is visibly yours when you specify *Ansco Color Type 238 Duplicating Film.*

Type 238's long tonal scale matches to the full *all* the true color of your original . . . gives you the crisp definition, the cleaner, *whiter* whites, softer middle tones, open shadows, and high-fidelity sound that bring more sales to your front door!

Next time you print, tell your laboratory it's popular *Ansco Color Type 238 Duplicating Film* you want used. Your customers . . . and your skill . . . deserve it! *ANSCO*, A Division of General Aniline & Film Corporation, Binghamton, N. Y.

Ansco Color Type 538

. . . the slow-speed, fine-grain duplicating film . . . perfect for making strips and slides!

This superb 35mm reversal color duplicating film is ideal for making direct duplicates from original transparencies. Available on safety base . . . long lengths DRL . . . processing *not* furnished.

Ansco . . . the finest compliment you can pay your skill

ANNOUNCING... ARB'S ALL NEW METROPOLITAN AREA COVERAGE STUDY!

Information Obtained in January, 1957 . . .
All Available Coverage Studies!

Markets reported in the ARB 1957 Metropolitan Area Coverage Study:

Note that many markets are served *only* by TV stations located *outside* their own immediate area. Thus the study gives an excellent cross-reference check to station audiences and acceptance.

ALABAMA
Decatur

ARIZONA
Yuma

ARKANSAS
Fort Smith*
Hot Springs*

CALIFORNIA
Alturas*
Eureka
Fresno County
Imperial County
Merced*
Northern Kern County (Delano-McFarland-Wasco-Shafter)
Redding*
Santa Clara County
Sonora*
Stanislaus County
Tulare*
Turlock-Gustine-Newman-Los Banos
Yreka*

CONNECTICUT
Middletown*

FLORIDA
Broward County*
Daytona Beach*
Fort Myers*
Fort Pierce*
Lakeland*
Ocala*
Orlando*
Palm Beach County*
Sebring*

GEORGIA
Ben Hill County
Bibb County
Brunswick*
Butts County
Savannah*
Treutlen County
Vidalia*
Waycross*

IDAHO
Blaine-Camas Counties
Cassia County
Glenns Ferry
Gooding County
Jerome County
Lewiston*
Lincoln County
Minidoka County
Twin Falls County

ILLINOIS
Harrisburg*

INDIANA
Richmond
Vincennes*

IOWA
Fort Dodge
Sioux City
Spencer
Storm Lake

KANSAS
Topeka

KENTUCKY
Harlan*
Hazard*
Madisonville*
Owensboro*

LOUISIANA
De Ridder*
Jennings*
Lake Charles*
Opelousas*

MAINE
Houlton*

MARYLAND
Hagerstown

MASSACHUSETTS
Adams*
Pittsfield*

MICHIGAN
Alpena*
Bay City*
Big Rapids*
Flint*
Houghton*
Ironwood*
Lansing*
Marquette*

MISSISSIPPI
Columbus*
Greenwood*
Hattiesburg*
Jackson
Laurel*
Meridian*
Tupelo*

MISSOURI
St. Joseph

MONTANA
Helena*

NEBRASKA
Norfolk
North Platte*
Sidney*

NEW MEXICO
Alamogordo*
Carlsbad*
Clovis*
Hobbs*
Roswell*
Tucumcari*

NEW YORK
Batavia*
Binghamton* (Full Broome County)
Elmira*
Hornell* (Full Steuben County)
Jamestown*
Lockport*

NORTH CAROLINA
Asheville*
Brevard*
Durham*
Fayetteville*
Goldsboro*
Greenville*
Raleigh*
Roanoke Rapids*
Rockingham

NORTH DAKOTA
Grand Forks

* *Significant change in last ten months (new station, power change, or network affiliation change)*

On February 11, 1957, ARB will release complete reports on television station reception and tuning preference in over 150 key TV markets not regularly covered by syndicated rating reports. Most of these have been influenced by important television station changes during the past 10 months—new stations added, power increases, antenna moves, and new network affiliations. The *only* TV information you can afford to use for these markets is the *latest*.

Data for this third annual "A to Z" report are produced by research techniques superior to any in the field. Here are the three outstanding advantages the study brings to the TV industry:

1. Really *large samples* . . . in most cases 500 completed interviews per area.

2. Information obtained *by interviewer* . . . no mail ballots used.

3. Delivery of results *two weeks* later . . . not 8 months.

For every area covered figures will be furnished showing percentage of homes having TV, UHF saturation, if any, number of TV homes able to receive each station covering the market, frequency of viewing, and viewing preferences for both daytime and evening.

One wise decision made possible by this study will more than save its modest cost. Your nearest ARB office has all the details. Publication date . . . February 11, 1957.

OHIO
- Defiance*
- Lima
- Springfield
- Zanesville*

OKLAHOMA
- Ardmore*
- Durant*
- Elk City*
- Enid*
- Lawton*
- Oklahoma City

OREGON
- Albany*
- Medford*

PENNSYLVANIA
- Allentown*
- Chambersburg
- Easton*
- Erie*
- Lebanon
- Lewistown
- Sunbury
- Williamsport

SOUTH CAROLINA
- Anderson*
- Dillon*
- Florence*
- Greenville*
- Greenwood*
- Myrtle Beach
- Newberry*
- Spartanburg*
- Sumter

TENNESSEE
- Athens*
- Greeneville*
- Jackson
- Johnston City*
- Knoxville*
- Morristown*
- Sparta*
- Sullivan County

TEXAS
- Alice*
- Beaumont*
- Beeville*
- Crockett
- Groveton
- Jacksonville
- Kingsville
- Sweetwater*
- Tyler*
- Victoria*
- Woodville

VERMONT
- Brattleboro*

VIRGINIA
- Danville*
- Lynchburg*
- Wytheville*

WASHINGTON
- Colfax*

WEST VIRGINIA
- Bluefield
- Oak Hill*
- Williamson*

WISCONSIN
- Beloit*
- Fond du Lac*
- Green Bay
- Janesville*
- La Crosse*
- Watertown*
- Waukesha*

* *Significant change in last ten months (new station, power change, or network affiliation change)*

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NAtional 8-0822

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IT TAKES A
SPECIALIST
TO CATCH (AND HOLD)
the audience
in Louisiana's
2 biggest markets

In SHREVEPORT
KCIJ
Country-Western Specialist
First among "indies" in the 35 county-parish ARK-LA-TEX area*—and second only to the 50,000 watter—but at nowhere near the cost!
*Pulse, Mar.-Apr., 1956

In NEW ORLEANS
WMRY
Negro Programming Specialist
Average quarter-hour ratings of 7.4!*—delivering 42% MORE audience than the second station in the Negro market; 85% MORE than the third station!
*Pulse, Sept.-Oct., 1956

KCIJ
The BIG City Station with the Country Flavor
5000W 980 KC

WMRY
"The Sepia Station"
1000W 600 KC

Southland Broadcasting Company
Mort Silverman, Exec. V.P. & Gen. Mgr.
GILL-PERNA, INC. — Nat'l Rep.
New York, Chicago, Los Angeles, San Francisco

'ENTHUSIASTIC' APPROVAL GIVEN MBS NEWS FORMAT BY AFFILIATES

MBS may have a dramatic new plan of radio network operation ready by NARTB convention time, April 7-11, if first affiliate reaction to the idea [B•T, Jan. 28] is any criterion.

First views of a segment of the proposed network program structure, based on a heavy news format, were obtained Thursday at the Mutual Affiliates Advisory Committee meeting in Chicago. Representing mostly medium and small markets, MAAC delegates heard a rundown of the idea by MBS President John Poor.

After hearing details of the plan, some of the committeemen offered ideas of their own. For the most part, however, they spoke enthusiastically of the projected 7:30 a.m.-11:30 p.m. half-hourly news service. This would be interlocked with present MBS features such as Fulton Lewis jr., *Queen for a Day*, dramas, an expanded music service and more public service features.

Next MBS step will be to discuss details with 100 major-market affiliates. This will be done during February. If reaction continues to be overwhelmingly favorable, MBS can proceed with its program overhauling during March.

Willard Deason, president-general manager of KVET Austin, Tex., was elected MAAC chairman; Ralph McElroy, president-general manager of KWWL Waterloo, Iowa, vice chairman, and Donald J. Horton, president of WVLK Lexington, Ky., secretary.

While MBS would not give out official details, it was apparent the network plans to give stations five-minute newscasts every half-hour from 7:30 a.m. to 11:30 p.m., retaining the newscasts on the half-hour for its own sponsorship. In turn, stations would be permitted to sell on-the-hour newscasts and keep all the revenue. No affiliate, basic or bonus, would be required to pay extra line charges to the network, it was indicated.

This plan combines a network press association type of service with the basic entertainment features now provided by MBS. The network, however, likely would continue its present option-time schedule of commercial religious broadcasts.

The expanded news service would place heavier emphasis on Washington news, according to affiliates having some knowledge of the new project. More name commentators would be added to the staff and correspondents would supply news from strategic foreign spots.

"None of us would be socked a dime," one source reported. "The network will still be in the radio advertising business, geared for expanded programming. If we switched all the way to a press association type of news service, then everything would be lost if the news emphasis didn't work out."

Plenty of music will be available from morning to night for local sponsorship.

It's understood MBS would expect stations to use its on-the-half-hour newscasts, which would be sold to national sponsors. There appeared to be sentiment in favor of moving the network's news headquarters to Washington.

Attending besides MBS officials and the new MAAC officers were Sam W. Anderson, KFFA Helena, Ark.; Edward Breen, KVFD Fort Dodge, Ia.; Victor C. Diehm, WAZL Hazleton, Pa.; E. Z. Jones, WBBB Burlington, N. C.; Mike Layman, WSFC Somerset, Ky.; Richman G. Lewin, KTRE Lufkin, Texas; Wayne Phelps, KALG Alamogordo, N. M., and Berton Sonis, WTIP Charleston, W. Va.

Freund to ABC Labor Post

APPOINTMENT of Richard L. Freund, NBC attorney specializing in labor law, as director of labor relations at ABC, was announced Thursday by Mortimer Weinbach, ABC vice president and general counsel. Mr. Freund had served as an attorney with R. H. Macy & Co., was assistant to the director of personnel and labor relations of Publix Short Corp. and was associated with Lauterstein, Spiller, Berman & Dannett, all New York, before he joined NBC.

MR. FREUND

WKWF Key West Joins ABC

AFFILIATION of WKWF Key West, Fla., with ABC Radio effective Feb. 1 was jointly announced by John M. Spottswood, WKWF general manager, and Edward J. Degray, ABC radio stations relations director. The station, owned and operated by Mr. Spottswood, also is affiliated with MBS. It operates with 500 w on 1600 kc.

"Seems funny—but I can still hear the voices of those KRIZ Phoenix personalities!"

ARRESTED!

A 31.0 Pulse rating for a public service show—and if that isn't making friends and arresting people's interest, we'd like to know what is! That rating makes Police Call* the highest rated local once-a-week show in the area—commercial, sustaining or public service! How's *that* for producing and programming?

What's it to you? It's another example of the programming and producing thinking that keeps the dials of the great Miami Valley Area market tuned to WHIO-TV. The same emphasis and techniques employed in our regular commercial efforts are always used in our public service presentations. And so—as Police Call introduces our citizens to our Police department in a 15-minute, once-a-week film plus live studio show conceived, produced and purchased under our direction—we get a big audience plus instead of incessant minuses.

Your program belongs on a station like this in a market like this. Get facts and figures from our national rep.—Plain-clothes man First Class George P. Hollingbery.

**6:45 P.M. MONDAYS*

CHANNEL 7 DAYTON, OHIO

whio-tv
CBS

One of America's
great area stations

Mickelson Talk Cites Growth of Video News

DESPITE criticism that televised political speeches during the 1956 campaign were "dull," tv's extensive coverage probably was a significant factor in bringing out an all-time high of over 62 million voters, Sig Mickelson, CBS vice president in charge of news and public affairs, asserted last week.

He told a Broadcast Adv. Club of Chicago luncheon Monday that obviously "political managers regarded television as an important factor in the campaign" and that "the number of hours of air time they bought indicates their respect for the need." Mr. Mickelson said he felt it more important that news coverage "caught the candidates not in a prepared speech situation, not in a prepared script roundtable but rather in informal situations."

KWG Becomes Mutual Affiliate

KWG Stockton, Calif., today (Monday) becomes a fulltime affiliate of the Mutual-Don Lee radio network, but with no effect on the station's affiliation with ABC, according to Douglas D. Kahle, president of Western Broadcasting Co. and general manager of KWG.

Reif Promoted by NBC Radio

FLORENCE REIF has been appointed supervisor of religious programs and educational features for the NBC Radio Network, Edward Stanley, NBC manager of public service programs, announced Thursday. She succeeds Mrs. Dorothy Culbertson, who was named last week as one of the producers of NBC's educational television project (story page 76).

Miss Reif, a 1953 graduate of Syracuse U., joined NBC in July 1953 and has been a member of the public service program department since then.

KBS Adds 10 New Affiliates; Celebrates 17th Anniversary

KEYSTONE Broadcasting System announced the addition of 10 new affiliates last Wednesday, simultaneous with the observance of its 17th anniversary as a transcription network.

The contracts give KBS a total of 920 affiliates, with prospect of 1,000 subscribing stations by the end of 1957, according to Sidney J. Wolf, Keystone president.

Additional clients, as reported by Blanche Stein, station relations director, are WGEA Geneva, Ala.; WWGS Tifton and WSFB Quitman, both Ga.; WAMW Washington, Ind.; KAYL Storm Lake, Iowa; WFLW Monticello, Ky.; WMOO, Milford, Mass.; WAMY Amory, Miss.; KGFT Fremont, Neb., and KIRT McAllen (Mission), Tex.

NBC to Drop 'Ark' for 'Panic'; L&M, Factor Set Sponsorship

MARK VII LTD.'s all-color *Noah's Ark* series definitely will be dropped at the end of this month, it was announced last week by NBC-TV. Effective March 5, Liggett & Myers Tobacco Co. (through McCann-Erickson, New York) and Max Factor of Hollywood (through Doyle Dane Bernbach, New York), will alternate on a new film package by McCadden Corp., Hollywood.

The series, which now is titled *Panic,* was originally titled *Crisis,* and later changed to *Impact.* Both L&M (Chesterfields) and Max Factor had been considering the series over a month before signing for it [B•T, Jan. 14].

Montagne Gets CBS-TV Promotion

PROMOTION of Edward J. Montagne from supervisor of film production for CBS-TV to the newly-created post of executive producer in charge of all film operations for the network was announced last week by Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs.

NETWORK PEOPLE

Martin M. Heller, formerly with legal staff, RKO Radio Pictures, N. Y., joins ABC's legal department.

Stephen Strassberg, publicity director, WABC-AM-TV New York, promoted to assistant director of press information for ABC. **Heyward Ehrlich,** formerly with CBS Radio program promotion, succeeds Mr. Strassberg.

Robert Maley, assistant director of continuity acceptance for MBS and WOR New York, promoted to director of department, succeeding **Walter Law,** who joins CBS Radio as assistant to director of editing.

Among Us Towers

Radio Set Shipments Continue to Increase

RADIO set shipments from factories to dealers in the first 11 months of 1956 ran over a million above the 1955 level, according to Radio-Electronics-Tv Mfrs. Assn. The 11-month 1956 shipments totaled 6,877,836 sets compared to 5,803,541 radios in the same 1955 months. Auto sets are not included in the figures since they move directly to motor industry channels.

RETMA reported 797,011 radio shipments last November compared to 751,795 in October and 849,264 in November 1955. Following are radio set shipments to dealers by states during the first 11 months of 1956 (auto sets not included):

State	*Total*	*State*	*Total*
Ala.	81,108	Neb.	41,117
Ariz.	39,245	Nev.	9,561
Ark.	37,649	N. H.	22,758
Calif.	721,571	N. J.	255,917
Colo.	51,196	N. M.	21,875
Conn.	102,586	N. Y.	1,073,801
Del.	13,760	N. C.	103,802
D. C.	63,818	N. D.	15,011
Fla.	134,428	Ohio	406,843
Ga.	108,764	Okla.	57,918
Idaho	15,789	Ore.	57,875
Ill.	525,323	Pa.	525,573
Ind.	121,096	R. I.	40,433
Iowa	68,145	S. C.	42,297
Kan.	50,312	S. D.	14,617
Ky.	89,137	Tenn.	87,650
La.	95,859	Tex.	292,498
Me.	34,625	Utah	24,238
Md.	130,689	Vt.	14,264
Mass.	263,274	Va.	110,240
Mich.	305,193	Wash.	100,951
Minn.	95,000	W. Va.	49,019
Miss.	41,185	Wis.	128,468
Mo.	148,318	Wyo.	8,379
Mont.	19,374	TOTAL	6,877,836

CBS Inc. Joins L. A. Turf Club To Develop Ocean Park Area

CBS INC. and the Los Angeles Turf Club Inc., will be joint owners of a new corporation which will take over the Oceanic Wonderland project of the turf club, it was announced Wednesday by Dr. Frank Stanton, CBS Inc. president and Charles H. Strub, executive vice president of the Los Angeles Turf Club.

The new corporation will develop the Ocean Park pier area in Los Angeles-Santa Monica into a popular-priced family amusement park for 1958 opening. This projected development is expected to get under way soon and has received the enthusiastic support of the Santa Monica city council, which has voted to grant a 25-year lease on the tidelands, CBS said. The 30-acre Pacific Ocean park is planned as a year-round recreational and tourist attraction.

Zenith Reports Record Month; Directors Announce Dividend

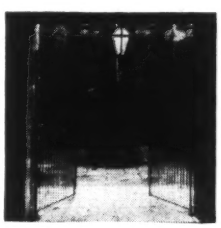
DESPITE a lower sales total, earnings of Zenith Radio Corp. probably will amount to about $12.25 per share in 1956, E. F. McDonald Jr., Zenith president, reported Monday in announcing that directors have declared a dividend of 75¢ per share.

The dividend is payable March 29 to stockholders of record March 8.

Lindsey G. Riddle, Chief Engineer, WDSU-TV, New Orleans

Says:

"WDSU-TV relies on G-E camera-tube quality, both for studio and remote work!"



"From earliest times, New Orleans has insisted on the best in entertainment. General Electric camera tubes help us hold to this tradition by giving viewers clear, sharp TV pictures, whether they originate in our studios or at remote locations served by WDSU-TV's mobile unit.

"Besides the quality performance of G-E camera tubes, we like the prompt service and all-around cooperation we get from local General Electric distribution. Fast tube deliveries are made to our door . . . any claims or adjustments are handled fairly and with a minimum of paperwork and delay.

"Packaged for safe handling and compact storage, G-E camera tubes have proved to be a sound inventory investment for WDSU-TV, as well as a help to us in maintaining high picture standards. Our experience has been favorable in every way."

* * *

Your General Electric tube distributor offers you the same advantages of top camera-tube performance . . . fast delivery . . . close, friendly cooperation. Phone him today! *General Electric Company, Electronic Components Division, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1G1

Magna-Striped Tape Put on Sale by Reeves

AVAILABILITY of Magna-Striped raw stock magnetic recording tape on a commercial basis was announced last week by Reeves Soundcraft Corp., New York. Reeves noted that the "striped magnetic" process has been accepted for tv spot news programming, specifically CBS-TV's use on its *Douglas Edwards and the News* [B•T, Dec. 17, 1956].

The process is said to produce a live sound quality not possible with conventional photographic sound tracks. According to F. B. Rogers Jr., executive vice president of Reeves Soundcraft, commercial use of the tape opens a "new era" for both network and local tv spot news coverage and ends distorted sound on tv filmed news pickups. Existing film equipment, he said, can be easily and inexpensively converted to handle the magnetic process.

As explained by Reeves Soundcraft:

"The raw stock is produced by applying magnetic stripes to undeveloped film in total darkness. The magnetic stripes must not affect the photographic sensitivity of the film or be affected in any way by the developing process. The raw stock is then used in a 16mm motion picture camera which has been equipped with a magnetic sound recording system.

"During filming, the sound is recorded on the magnetic stripes in much the same manner as a tape recorder. Since the film developing process does not affect the stripes or the quality of sound recording on them, the processors can develop the film for the best possible picture.

"It was in the developing process that optical sound tracks became distorted. Since the film had to be developed for picture clarity rather than sound quality, the optical track never received the proper photographic development; hence the poor sound quality."

POWER-PACKED PORTABLE

ELGIN National Watch Co. last week announced it had developed a tiny nuclear-powered battery which will deliver current for five years in portable radios, among other products.

Scientists said the little battery—about the diameter of a thumb tack head—is the first device made to safely harness radioactive materials for everyday personal use without the need of special precautions.

Though not yet ready for the commercial market, the Elgin Co. announcement said, the tiny cell soon will be used in such products as small portable radios, hearing aids and Civil Defense home warning receivers that will operate around the clock "for years."

The battery was developed by the Elgin Co. in conjunction with the Walter Kidde Nuclear Laboratories Inc., Garden City, N. J.

Soundcraft to Pay 1st Dividend; Sales up 30% Last Half of '55

REEVES SOUNDCRAFT Corp., New York, manufacturer of magnetic recording products, will pay a 5% stock dividend March 15 on stock held on company record as of Feb. 15, according to Hazard E. Reeves, president. This is the first stock dividend to be paid by Soundcraft, he said. There are reportedly 2,400,000 shares of common stock outstanding (over-the-counter).

According to Frank B. Rogers Jr., executive vice president, the company anticipates an increase in sales and profits during 1957 due primarily to the commercial adoption by industry of several new Soundcraft products. The company has been working on data processing, telemetering and the new video recording processes.

Warner Brothers, MGM, Universal-International, 20th Century-Fox, Columbia Pictures, RKO, Allied Artists and Hal Roach Studios are all very active licensees under Soundcraft's exclusive Magna-Stripe process. In addition, CBS-TV has just announced the adoption of Magna-Stripe on raw stock for network and local news reporting.

Mr. Rogers said that magnetic product sales during the last six months of 1956 were 30% above the corresponding period of 1955.

RCA Tube Div. to Promote National Tv Serviceman's Week

TV AND RADIO will be among the media used by RCA Tube Div. in its promotion campaign for this year's National Television Serviceman's Week, to be observed March 25-30, H. S. Stamm, manager of advertising and sales promotion for the division, reported last week.

RCA has begun the mailing of dealer aid material to RCA tube distributors. Mr. Stamm noted that trade and service dealer reaction yearly to the two-year old observance has mounted with a new high of interest expected this year.

The week salutes the nation's 125,000 tv technicians who install about 7 million sets annually and maintain the 39 million receivers already in use.

Sylvania Forms New Division

IN A MOVE attributed to expanding activities in the development and production of transistors and diodes, Sylvania Electric Products Inc., New York, last week announced the formation of a semiconductor division. Concurrently, the company also has established a special tube operations unit for special-purpose electron tubes for military and commercial applications. Headquarters for the semiconductor division and special tube operations is at Sylvania's plant in Woburn, Mass.

Kay Lab Ships Equipment

KAY LAB, San Diego, Calif., recently shipped studio and transmitter facilities to KWTO Casper, Wyo., including two vidicon studio cameras, vidicon film system, a 500 w RCA transmitter and three-bay antenna.

Shipment of a vidicon studio camera chain also recently was made to KTRE-TV Lufkin, Tex., Kay reported.

The firm has contracted to ship complete studio facilities to up-coming CFJC-TV Kamloops, British Columbia, within 30 days. CFJC-TV is the first low power tv station in Canada.

MANUFACTURING PEOPLE

Merle W. Kremer, Sylvania Electric Product, N. Y., named general manager of parts division in Warren, Pa. **Lawrence P. Pleasants,** products sales manager for industrial-commercial lamps sales of lighting division, Sylvania, and **Richard E. Corcoran** to newly created position of products sales manager for wire and weld products.

Herbert Kabat, formerly vice president in charge of sales for Olympic Radio & Tv Inc., named general manager of newly-formed Consumer Products Div., Jefferson-Travis Inc. (tv sets, high-fidelity instruments, phonographs), which headquarters at Emerson Radio & Phonograph Corp. factory in Jersey City, N. J.

Michael F. Tupica, formerly sales engineer for midwestern sales division of Cook Electric Co., promoted to manager of its Wirecom Div.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

CLERICS DEMAND SPONSOR RIGHT

- **Evangelicals insist on freedom of access for paid programs**
- **National council criticized for broadcasting policies**

MEMBERS of National Religious Broadcasters took a firm stand on freedom of radio-tv for paid religous programs at the 14th annual convention held last Wednesday and Thursday in Washington, D. C.

NRB adopted as association policy a series of statements in an address by Dr. Eugene R. Betermann, director of the *Lutheran Hour,* who asserted the basic freedom of a radio-tv station to sell time, if it desires, to individuals and groups for religious broadcasting purposes. It endorsed, also, the liberty of a religious group to buy time, if it desires, for broadcasting.

A stand by the Broadcasting & Film Commission, National Council of the Churches of Christ in the U. S. A., adopted last summer, was criticized for its opposition to paid religious time and for its charge that sponsored religious programming "cannot be considered an adequate discharge of the public service obligation to religion by a network or station" [B•T, Sept. 3, 1956].

NRB and the national council take sharply divergent views on most phases of the subject of paid religious time. NRB members belong to the evangelical Protestant wing, with its members spending $10 million a year for broadcast time. Dr. James DeForest Murch, NRB president, said the association follows a code of ethics designed to maintain a high calibre of religious broadcasting.

The controversy over cancellation of the *Martin Luther* film by WGN-TV Chicago was reviewed at the convention, but no formal action was taken. A review of the situation was given by Rev. Charles J. Anderson, executive director of the midwest office, National Council of Evangelicals. [Also see AT DEADLINE for latest development in the Chicago cancellation controversy].

Parallel Cited

Dr. Bertermann said it would be "a travesty" if tobacco and alcohol beverage interests could buy radio-tv time "while this same avenue is closed to the saving Gospel of the Lord Jesus Christ, to the message which, through the power of God's Holy Spirit, can strengthen the moral and spiritual foundations of our country."

He endorsed "a dual approach" by which religious programming can secure a greater aggregate amount of radio and television time, explaining that NRB does not in principle oppose the national council's free-time policy. He explained how government-operated radio-tv systems provide for a limited amount of time for religious programs.

Warren E. Baker, FCC general counsel, said the Commission "has no authority to require a station to carry or refrain from carrying any particular program. It has no authority to require that a specified number of hours be devoted to any one subject." He explained the alternative is complete government supervision and control.

"There aren't enough hours in the broadcast day for stations to meet all the requests for time," he said, explaining they have achieved "a remarkable record of service and fairness."

Mr. Baker said the FCC believes each licensee should reserve a reasonable amount of time for sustaining programs, adding that some types of programs are not suitable for commercial sponsorship. "Religious programs are in this category of programming which cannot be ignored by a service purporting to serve in the interest of the public," he said.

The claim of undue interference with broadcast freedom when FCC takes some step on a station's programming at renewal time may have no validity, he said. "It is the Commission's hope that churches and religious groups of all kinds will take advantage of every opportunity to present radio and television programs that will serve these social and moral ends and strengthen our democratic way of life," he told the delegates.

Closer Liaison

NARTB President Harold E. Fellows urged religious leaders to set up close relationships with broadcasters, including workshops and seminars. He reminded the licensee is directly responsible for the conduct of his facility and can judge how best to serve all portions of the community.

Mr. Fellows described Elvis Presley as "one of the biggest problems" facing broadcasters and all American society, but added there is little that broadcasters can do "about a thing like the Presley craze."

George F. Hartford, tv vice president of WTOP Inc., Washington, explained why the station does not accept paid religious time. He recalled the history of WTOP-TV's religious policy, saying that CBS-TV network programs had been dropped because the station wanted to tie in its religious broadcasts to the needs of the community. A schedule of Protestant, Catholic and Jewish broadcasts is carried every week, produced locally with the cooperative help of both theologians and telecasting specialists.

The same reasons that led to concentration on local religious programs lie behind the opposition to paid religious telecasts, Mr. Hartford said, explaining the programs it has seen "show a lack of any specific relation to the particular community we serve." He said local participation in the WTOP-TV telecasts "has been of tremendous value" and provides great satisfaction.

"Religion is not a product to be sold with

a little white price tag on it," he said. We sell our time and services to sponsors with a product to sell—to the Procter & Gambles, the Lever Brothers and the Remington Rands—but when there is a community service to be done, be it in the field of religion, education, health or welfare, we envision this as a responsibility to be carefully weighed and presented in the best manner possible, and not to be sold."

"It is our feeling," he added, "that this responsibility can best be met by the presentation of local religious programs, conceived locally, produced locally, using local people and remaining in constant contact and consultation with representative bodies of the Washington spiritual community." He noted that the station donates time to political candidates for local political office and will not sell time to them.

In a message to the convention, President Eisenhower said:

"In the worldwide competition for the allegiance of the minds of men, your presentation of truth and loyalty can be most effective. Through your broadcasts to the people of our country and abroad, the message you preach helps to reinforce the spiritual stamina needed by mankind everywhere."

Peter Eldersveld, of the *Back to God Hour*, Chicago, said in a speech prepared for the convention that it is the responsibility of the religious broadcaster, not the broadcasting industry, to see that "the real message" of Christianity is properly presented in an era of confusion.

Herbert Hoover to Get NARTB Keynote Award

HERBERT HOOVER, former President of the United States and a significant figure in the early regulation of broadcasting, will receive NARTB's Keynote Award April 9 at the association's annual convention in Chicago.

MR. HOOVER

Under a new policy making non-broadcasters eligible to receive the award [CLOSED CIRCUIT, Dec. 17, 1956], Mr. Hoover was picked "because of the major role he played in establishing an orderly system for use of the spectrum and determining the role of government in this field." As Secretary of Commerce in 1922, he called the first conference of broadcasters and manufacturers, working cooperatively with them until the first Radio Act was passed in 1927. This act set up the Federal Radio Commission, replaced by FCC in 1934.

Mr. Hoover presided at the first world conference in which 76 nations set up treaties covering wavelength assignments. Provisions of these treaties are still in effect. He opposed giving the government any power over content of broadcasts on the ground such action would establish censorship through the whole field of ideas.

A three-man NARTB committee notified Mr. Hoover last Monday of his selection as keynoter. It consisted of NARTB President Harold E. Fellows; Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board chairman, and John M. Outler, WSB Atlanta, Radio Board chairman.

The Keynote Award was set up in 1953. Its recipients have been Brig. Gen. David Sarnoff, RCA chairman; William S. Paley, CBS chairman; Mark Ethridge, WHAS-AM-TV Louisville vice president; Robert E. Kintner, then ABC president.

TRIBUTE to the nation's farm families was paid Saturday (Feb. 2) on Farm Broadcasting Day by radio and tv stations throughout the country. Arranged by NATRFD and Dept. of Agriculture, the day featured programs devoted to recognition of the contributions made to the nation's welfare by farm families and their rural communities. Signing official proclamations for the day were governors of Ohio and Colorado.

Above: Witnessing Ohio Gov. C. William O'Neill's proclamation signing (l to r): George Zeiss, farm director, WLWC Columbus; Bob Geis, director of radio for Ohio Farm Bureau Federation; W. B. Wood, director, agricultural extension service, Ohio State U.; John Babcock, program director, Crosley Bcstg. Corp., Cincinnati; Luster Cooley, legislative agent, Ohio State Grange; Charles Might, farm service director, WMRN Marion; Clyde Keathley, farm service director, WRFD Worthington and Ohio committee chairman for Farm Broadcasting Day. and Bill Zipf, farm service director, WBNS-AM-TV Columbus.

At right: Colorado Gov. Stephen L. R. Nichols (c) signs executive order before Phil Hoffman (l), president, and Harry Hoth, secretary-treasurer, of the Colo. Assn. of Broadcasters and Telecasters, which arranged the state's salute to farm families.

John R. Sheehan Joins TvB

JOHN R. SHEEHAN, formerly a vice president and director of tv and radio at Cunningham & Walsh, New York, has joined Television Bureau of Advertising in a sales capacity, it is being announced today (Monday) by Halsey V. Barrett, TvB's national director of sales.

Mr. Sheehan, who is credited by TvB as having created the tv department at C&W and having "sold" tv to Sunshine Biscuits, Bell Telephone's "Yellow Pages," and to AT&T, handled other clients contacts including Chase Manhattan Bank, Smith Corona, Folger's coffee and Universal pictures.

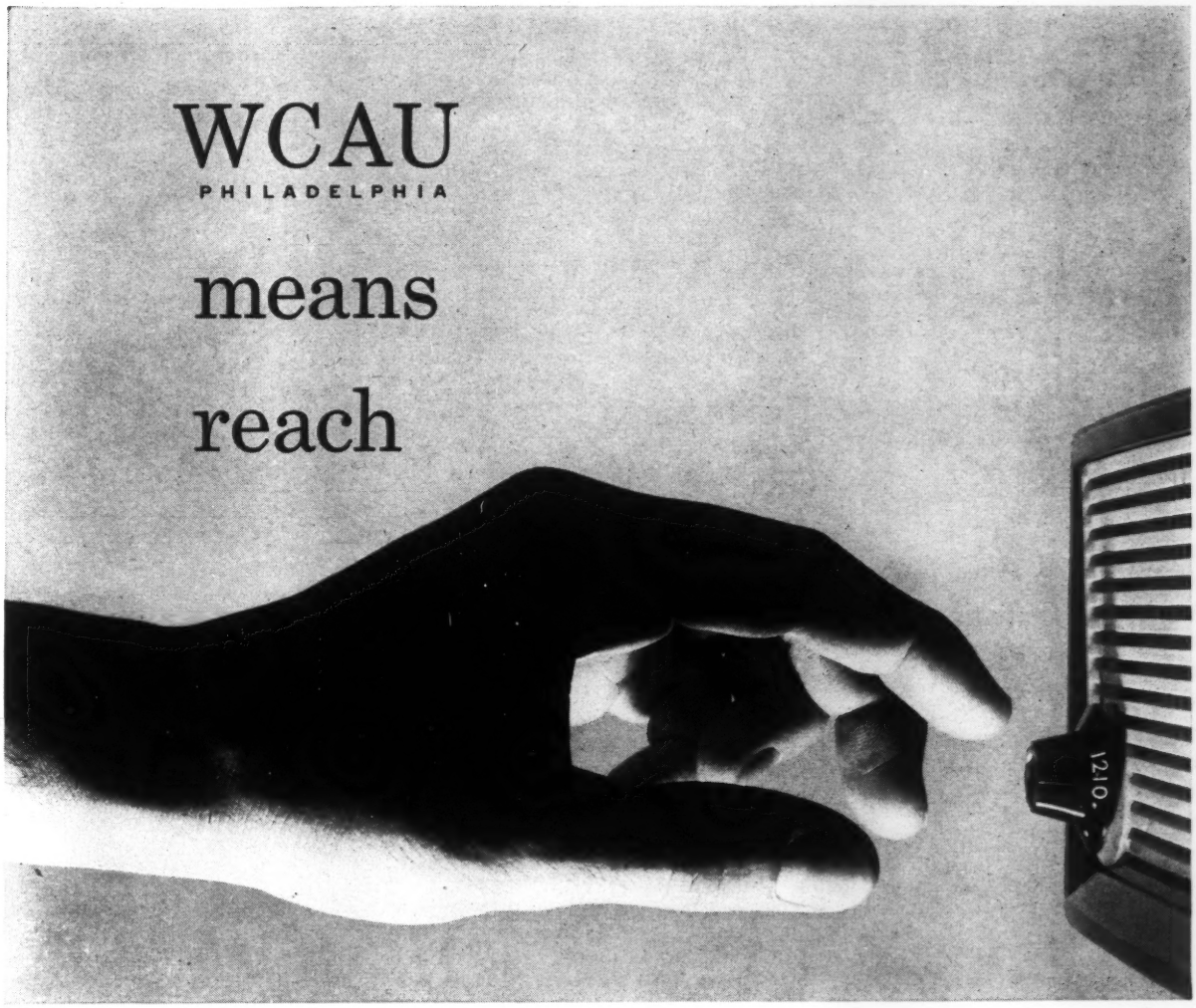
President Eisenhower Commends Farm Broadcasters' Service

THE "essential service" provided by radio and tv farm broadcasters keeps farmers and ranchers up to date "on matters which daily, even hourly, affect their crops and livestock, their personal health and prosperity," President Eisenhower said last week in a message honoring the first Farm Broadcasting Day, Feb. 2.

The President added "With dependable weather and marketing information, accurate reporting of the latest scientific findings, and more efficient use of labor and machinery, the lives of all Americans, farm producers and consumers are strengthened."

Over a thousand stations reported participation in the day, sponsored by the National Assn. of Tv & Radio Farm Directors. NARTB provided kits for station use. Jack Timmons, KWKH Shreveport, La., is NATRFD president.

FCC Chairman George C. McConnaughey was scheduled to salute Farm Broadcasting Day on NBC's *National Farm and Home Hour* last Saturday as part of that program's salute to farm rural service programs across the country.



Most Philadelphians don't say, "turn on the radio." They usually say, "turn on WCAU." This is our 35th anniversary and they've been saying it all these years. Apparently the people like what they hear on WCAU.

A gallery of local public service awards and the size of our audience make that point eloquently. More than 930,000 different families reach for WCAU's dial position each week, and we reach them. That makes WCAU your best radio buy here. In other words, to reach the most Philadelphians, reach for WCAU yourself.

WCAU, WCAU-TV *The Philadelphia Bulletin Radio and TV stations. Represented nationally by CBS Spot Sales. By far Philadelphia's most popular stations. Ask ARB. Ask Pulse. Ask Philadelphians.*

NOW
National Spot Advertisers are buying WFLA-TV
2 to 1
IN FLORIDA'S SECOND MARKET!

And with good reason! WFLA-TV punches your sales message into a 30-county area where there are 301,900 TV homes* . . . where retail sales topped a billion and a quarter dollars last year . . . and where expanding payrolls are creating increased buying power year 'round!

And remember—the TAMPA-ST. PETERSBURG metropolitan market — *Florida's 2nd and America's 37th Retail Market* — is right in the shadow of the WFLA-TV 1057 foot tower . . . tallest in Florida!

For top-rated availabilities, see your BLAIR-TV man.

*(*Telepulse—Nov.-Dec. 1955)*
(2 to 1 figure, Rorabaugh)

wfla-tv channel 8 NBC
TAMPA · ST. PETERSBURG
NBC Basic

National Representative—BLAIR-TV Inc.

NARTB Sets Clinic On Labor Relations

NARTB will stage a clinic on labor relations during its annual Chicago convention, with Monday afternoon (April 8) selected as the time, the association's Employer-Employe Relations Committee was told at a meeting held Thursday in Washington. Leslie C. Johnson, WHBF Rock Island, Ill., is committee chairman.

Peter Seitz, until recently industrial relations vice president of Liebmann Breweries, will be featured speaker at the clinic. NARTB's labor relations staff, headed by Charles H. Tower, will give a presentation, and a question-answer period is scheduled.

Ray Rodgers, member of the National Labor Relations Board, spoke at the committee luncheon Thursday, discussing the legislative outlook and NLRB activities. John Forsythe, majority counsel of the Senate Committee on Labor & Public Welfare, was a luncheon guest. William C. Fitts, CBS labor relations vice president, reviewed the recent contract settlement between the networks and AFTRA.

Mr. Tower brought committee members up to date on labor developments and described department services. James H. Hulbert, assistant manager of the department, showed types of informational aid provided stations in their collective bargaining activities. Harold Ross, NARTB labor economist, reviewed case histories involving NARTB arbitration material. The committee adopted a resolution voicing confidence in NARTB's labor policies.

Attending the meeting, besides Chairman Johnson, were Joseph J. Bernard, WGR-TV Buffalo; Richard M. Brown, KPOJ Portland, Ore.; Robert B. Jones Jr., WFBR Baltimore; Herbert R. Ohrt, KGLO-TV Mason City, Iowa; Calvin J. Smith, KFAC Los Angeles; B. Lowell Jacobsen, NBC; William Regan, MBS; Mortimer Weinbach, ABC, and Mr. Fitts. Representing NARTB were President Harold E. Fellows; Thad H. Brown, tv vice president; John F. Meagher, radio vice president; Vincent T. Wasilewski, government relations manager; Joseph M. Sitrick, publicity-information manager, and Messrs. Tower, Hulbert and Ross.

State Associations Conference To Hear McConnaughey, Humphrey

SECY. GEORGE M. HUMPHREY, Treasury Dept., and FCC Chairman George C. McConnaughey will speak at the Second Annual NARTB Conference of State Broadcaster Assns., to be held Feb. 21-22 at the Mayflower Hotel, Washington. Howard H. Bell, NARTB assistant to the president and state coordinator, said Secy. Humphrey will speak the afternoon of Feb. 21 with Chmn. McConnaughey speaking at the luncheon that day.

NARTB President Harold E. Fellows will address the Feb. 22 luncheon. On the agenda also is Dr. Sydney Head, president of the Assn. for Professional Broadcasting Education.

State delegates will be guests at the 10th anniversary Voice of Democracy awards banquet Feb. 22. Thirty-eight state presidents have indicated they will attend the conference.

Farm Directors to Meet in April

MEMBERS of Region Six of the National Assn. of Television & Radio Farm Directors are to meet April 26-28 at the Adolphus Hotel in Dallas, Tex., it was announced by Regional Chairman Marvin Vines, KTHS Little Rock, Ark.

Plans call for the convention to begin at 6 p.m. April 26 with registration and a social hour, and to include a tour the next day of the Texas Research Foundation, Renner, Tex.; a panel discussion on "The Successful TRFD" April 27, and a breakfast and business meeting April 28. Farm Directors Murray Cox of WFAA Dallas and W. A. (Doc) Ruhmann of WBAP Fort Worth are handling arrangements.

Record Reported Set By National Spot Radio

DOLLAR volume in national spot radio reached its highest monthly mark in November last year with $16,708,000, or 36% more than the November 1955 figure, according to Station Representatives Assn. [B•T, Jan. 28]. Breakdown showing the monthly comparison of national spot radio time sales for January through November of 1956 as against the same period of 1955:

	1956* (In thousands)	1955** (In thousands)	%
Jan	$ 10,758	$ 9,031	+19.1
Feb.	11,643	9,384	+24.0
March	12,349	10,756	+14.8
April	10,278	9,828	+ 4.6
May	12,396	9,631	+28.7
June	11,791	9,238	+27.6
July	10,719	8,474	+26.4
Aug.	11,207	8,707	+28.7
Sept.	11,683	10,004	+16.8
Oct.	16,004	12,231	+30.8
Nov.	16,708	12,286	+36.0
TOTAL 11 MOS.	$136,708	$109,570	+24.4
Dec.		10,830	
TOTAL FOR YEAR		$120,400	

* Revised estimates.
* Final figures for year.

Harmon to IRE Meeting Post

RALPH N. HARMON, vice president for engineering, Westinghouse Broadcasting Co., has been named sessions chairman for the 19th technical session of the national convention of the Institute of Radio Engineers, to be held Tuesday, March 19, at the Waldorf-Astoria Hotel, New York. The panel session, with Mr. Harmon as moderator, will discuss operational techniques concerning television test signals.

Anthony New Press Assn. Head

JULIAN ANTHONY, ABC, was elected and installed as president of the Radio-Newsreel-Television Working Press Assn. for 1957 at a dinner party last Wednesday at the Hotel Shelton in New York. He succeeded Larry Racies, CBS.

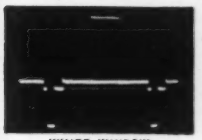
Other officers elected and installed were Nick Archer, News of the Day-Telenews, 1st vice president; Herb Schwartz, CBS, 2d vice president; Dick Milbauer, Tele-News Film Corp., treasurer; Mrs. Ruth Marcinak, Fund for the Republic, secretary; Charles Campbell, free lance, assistant secretary; George Jordan, NBC, sergeant-at-arms; Lou Hutt, chairman of the board of governors.

ALL VIDEO TRANSMISSION TEST STANDARDS in a suitcase

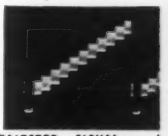
TELECHROME

★ Completely self contained ★ Portable
★ Multi-frequency burst ★ Stairstep ★ Modulated stairstep
★ White window ★ Composite sync ★ Regulated power supply.

MULTI-FREQUENCY BURST AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, microwave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator.



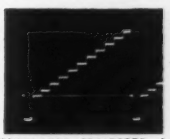
WHITE WINDOW
LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.



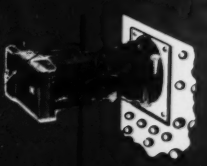
STAIRSTEP SIGNAL modulated by crystal controlled 3.579 mc for differential amplitude and differential phase measurement. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.
Model 1003-C includes variable duty cycle stairstep (10-90% average picture level).

Model 608-A HI-LO CROSS FILTER for Signal analysis.

MODULATED STAIRSTEP signal thru high pass filter. Checks differential amplitude.



MODULATED STAIRSTEP signal thru low pass filter. Checks linearity.



TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment

NEW DAYTIME COLOR ON NBC-OWNED TVS

- **Early afternoon hour added**
- **Network-type show promised**

AN INCREASE in color schedules that will add five hours per week of colorcasting for all of the seven NBC-owned tv stations will begin Feb. 18.

The novel plan encompasses Monday-through-Friday group color programming in the 1:30-2:30 p.m. EST time period which normally is local station time. Advertisers will be sought to buy into the program with participation by all seven stations, any one of the local stations, or a combination.

Details of the project—designed to make use of WNBQ (TV) Chicago color facilities as well as to provide the outlets with programs which have equal audience appeal to those broadcast over the full network—were revealed last week by Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales.

Although NBC's formal announcement did not mention it, the daily afternoon colorcasts should prove of additional aid to dealers in demonstrating their color tv sets in stores. Nearest all-color, five days per week, network show is *Matinee Theatre*, seen 3-4 p.m. EST.

Stations included are WRCA-TV New York; WRCV-TV Philadelphia; WRC-TV Washington; WNBC (TV) Hartford-New Britain, Conn.; WBUF (TV) Buffalo; KRCA (TV) Los Angeles, and WNBQ.

The color program, originating at WNBQ, will be a "full-scale production—with a big-name master of ceremonies, an orchestra, and new and established supporting talent."

A new show in black-and-white will precede at 1-1:30 p.m. EST the color show. The monochrome show, featuring Tex and Jinx McCrary interviews with guests from the entertainment, politics and arts fields, will originate at WRCA-TV and also will be for sale to advertisers on the same basis as the color program.

Present morning network service ends at 1 p.m. EST at the conclusion of *It Could Be You* and resumes at 2:30 p.m. with *The Tennessee Ernie Ford Show*.

The hour-long colorcast will be telecast from WNBQ studios at the Merchandise Mart in Chicago and, according to NBC, "will be comparable with nighttime television variety programs broadcast from New York and Hollywood." WNBQ has been operating in color since last April.

Top direction for the new programming is being handled by Jules Herbuveaux, NBC vice president and general manager of WMAQ-WNBQ. Other executives working on the project: Harry Trigg, WMAQ-WNBQ director of programming, and George Heinemann, director of program planning and development for NBC owned stations.

WCOV-TV'S Bob Underwood points to bullet hole in windshield of his car.

WCOV-TV Newscaster Target In Race-Troubled Montgomery

BOB UNDERWOOD, WCOV-TV Montgomery, Ala., newscaster, was the target of two bullets by unknown assailants last Monday as he drove his auto from the station parking lot. He suffered face scratches from flying glass as one bullet pierced the windshield.

The shooting was ascribed to heated racial feeling in the city. Mr. Underwood has been accused of bias by both sides in the racial controversy while operating under a strict policy of impartiality, the station reported. He has received many phone threats from Negroes unhappy about his handling of racial news, according to WCOV-TV.

The first bullet glanced off the car but the second shattered the windshield, penetrating just to the right of center. Mr. Underwood fell down on the seat until the attackers drove away. In one of the phone threats, a voice said, "I see your two kids (Randy and Richey) riding their silver tricycles every day. They look like nice kids. If you don't want anything to happen to them . . ." A third child, Rita, is 18 months old.

Hugh M. Smith, general manager of WCOV-TV, spoke on CBS News Jan. 28, stating he felt Mr. Underwood has always presented the news without bias.

Mr. Underwood told B•T he has never attempted to crusade or to slant the news in any way. He said both sides of the race issue literally "chew my ears off" for broadcasts on the integrationist movement. He has taken steps to obtain protection for his wife and children.

"This incident has served to reillustrate to me the power of this medium," he told B•T. "I have always felt that it makes no difference if you are selling soap or delivering a news story, you are doing a good job only if you can make the individual think you are talking to him alone. With this thought in mind, I have not been too surprised to learn that people on both sides of the segregation issue in Montgomery have felt that from time to time I have been stepping on their toes. I do not believe the person or persons who fired on me really intended to kill me, but rather meant the shots to be some sort of warning or shock treatment."

WHAT DO YOU MEAN... YOUR STATION DOESN'T HAVE TelePrompter®?
NEW FOR 1957
MORE THAN ONE MILLION HOURS IN THE MAKING...
...THE NEW TelePrompter MOD V...
MOD V TELEPROMPTER EQUIPMENT...COMPLETELY NEW EYE-LET SYNCHRONIZATION SYSTEM ... MASTER CONTROLS ... DUAL HAND CONTROLS...INDUSTRY CAMERA MOUNTS...GREATER FLEXIBILITY!
*Patents Pending
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DETROIT • MIAMI • TORONTO • LONDON

WABD(TV) Promotes Korn; Adler Resigns

EXECUTIVE realignment at DuMont Broadcasting Corp.'s owned and operated WABD(TV) New York was made last week with the elevation of Bennet H. Korn, sales vice president, to vice president and station manager. Ted Cott, vice president and general manager of DuMont Broadcasting Corp., continues in that capacity, but will relinquish active management of WABD(TV) to Mr. Korn, a station spokesman indicated.

MR. KORN

Meanwhile, it was learned that William J. Adler, sales manager of the station, resigned last Friday and that Mr. Adler will join Grey Adv., New York, as an account executive on Necchi-Elna Sewing Machine Corp. Confirmation of Mr. Adler's new association is expected to be made this week by Grey. However, WABD(TV) officials pointed out that Mr. Adler's resignation was a "wholly separate matter" from Mr. Korn's new assignment.

Both Mr. Cott and Mr. Korn, as well as James Anderson, station manager of the other DuMont station, WTTG(TV) Washington, will continue to report to Bernard Goodwin, president of DuMont Broadcasting Corp.

Telerad Buys Georgia Outlet; Meer Gets Fort Worth Station

SALE of daytimer WHIE Griffin, Ga. (1 kw on 1320 kc) by John A. Boling and associates to Telerad Inc. for $100,000 in the aggregate was announced last week. Telerad principals are W. C. Courson, WHIE salesman, and Fred L. Watkins, WHIE announcer, each owning 50%.

Buyers are paying $7,500 down, assuming liquidation of a $56,827 note and paying off the remainder of the sales price over a five-year period.

Also reported last week were changes in ownership of KCUL Fort Worth, Tex., and WMIE Miami, Fla. Kurt A. Meer, KCUL president-40% stockholder, is buying out E. D. Rivers' 60% interest in KCUL by surrendering his 25% interest in WMIE to Mr. Rivers. KCUL operates with 10 kw day, 1 kw night on 1540 kc. WMIE operates with 10 kw day, 5 kw night on 1140 kc.

The purchase of WGFS Covington, Ga., by R. W. Hoffman for $30,000 was announced last week, by Blackburn-Hamilton Co. broker. WGFS, operating with 1 kw daytime on 1430 kc, is owned by the Coley-Whatley interests (who also own WRFS Alexandria City, Ala.) Mr. Hoffman is half-owner of WKBL Covington, Tenn.

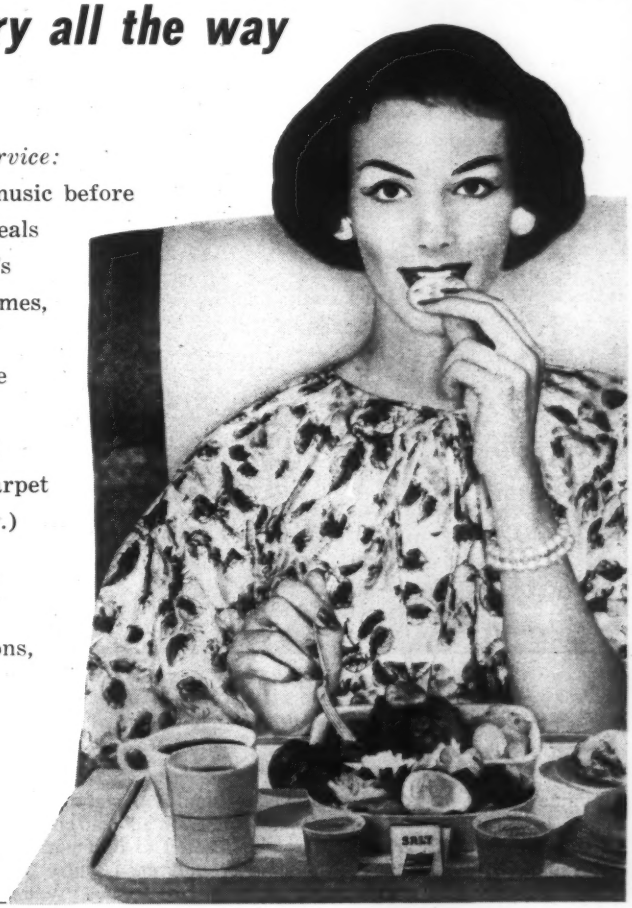
Crosley Gets Redlegs Contract

TWO-YEAR contract between Crosley Broadcasting Corp. and the Cincinnati Redlegs has been reported by John T. Murphy, Crosley's vice president in charge of TV. The pact includes exclusive rights for 53 baseball telecasts, and was made jointly with Cincinnati District Ford Dealers' Assn. and Hudepohl Brewing Co. The entire schedule will be on WLWT(TV) Cincinnati and WLWD(TV) Dayton. Handling for Ford and Hudepohl was William A. Smith, Cincinnati manager, J. Walter Thompson.

In the lap of luxury all the way

This is United's *Red Carpet* Service:* softly spacious seats, soothing music before takeoff. Cocktails and superb meals with the compliments of United's own master chef. Club lounge, games, delicious snacks. Service that's thoughtful and swift. And you're there before you know it, in the magnificent DC-7, world's fastest airliner. (A final friendly Red Carpet plus: *extra fast* luggage delivery.)

Next time, pamper yourself with Red Carpet Service. It costs not a cent extra. For reservations, call United or an authorized travel agent.



UNITED AIR LINES

Red Carpet Nonstop Service coast-to-coast and to 15 cities including Honolulu.

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

PETRY BRAINCHILD NOW A LUSTY 25

Times, trials of the firm that blazed the way in spot representation

EDWARD PETRY & Co. Inc. may not have fathered spot radio, but there can be no question that it introduced legitimacy into what had been until then a genuinely bastard situation. And it is generally acknowledged to be the father of spot representation as it is known today.

Go back 30 years to 1927, five years before the Petry company was formed.

A broadcasting man who was about to lose his job decided that maybe somebody could make money by advertising on the radio "out of town," instead of merely picking up a few dollars here and there from the local undertaker, corn doctor or dance hall. He talked an advertising agency into trying the new medium to sell wire fences to farmers. But they weren't sure how they should go about it.

"Let a guy talk for five minutes about the product," the entrepreneur suggested. When the question of cost was raised, he had to do a bit more head-scratching. Finally he decided a dollar a minute would be about right.

So the agency sent him—watch this arithmetic—seven minutes of copy, five dollars, and a letter saying, "Here's your five-minute copy and your five dollars." Using a similar arithmetical concept, the entrepreneur forwarded the seven-minute copy to the station with a note saying "here's your three-minute copy and your three dollars. If you do well on this, more may follow."

What followed is now a business nearing $150 million a year. It is spot broadcasting.

The seven-minute, three-dollar talk did indeed sell wire fences to farmers. The venture was repeated by other advertisers, and as its success was also repeated, the practice spread rapidly. Within a year there were recognized "radio time brokers" in the field, and confusion rapidly became compounded.

Agencies, fearful that their own revenues were being menaced, began to squawk—and soon the sidetracking of dollars en route from the buyer to the station became a respectable "second 15" commission for the broker. The broker meanwhile was operating on a strictly non-exclusive basis, getting the best price he could from any station, and competing brokers were quoting widely varying rates to the same advertiser for the same station. If the confused buyer turned to the station itself for clarification, he was apt to get an even lower third price from an equally confused station manager.

In the midst of all that chaos, an agency man who refused to deal with brokers was traveling around the country buying radio time signals for Bulova Watch Co. He bought direct from the stations and, moreover, he was able to buy at ridiculously low prices. If the station's rate was, say, a dollar, he was getting spots for nickels and dimes. It was not untypical that he bought 18 time signals a day on one of the nation's major stations—for the sum of $80 a month.

This traveling buyer not only refused to deal with time brokers but strongly counseled station managers against them too. The rate practices then in vogue, he warned, could lead to nothing but more confusion and more trouble—and loss of revenue. He preached exclusive representation, and was so persuasive that managers suggested *he* become an exclusive representative.

Thus it was that Edward Petry, heeding these suggestions, began making the rounds of major stations which he thought would understand his concepts, soliciting their representation on an exclusive basis and, in an odd twist for a man asking for business, spelling out the conditions on which he would accept them as clients.

On Feb. 1, 1932, formation of Edward Petry & Co. was formally announced as the first exclusive sales representation company for radio stations. "Our time is not on the block" was the keynote.

The response from agencies was quick and emphatic. Announcement of the company's creation, and of its objectives, was followed by more than 400 letters from agency people offering congratulations.

Looking back, Ed Petry recalls:

"It wasn't easy, right in the middle of the depression, to persuade radio station owners and managers that they needed an exclusive sales representative, especially when I had to tell them that they would probably lose a considerable amount of business at first because of the new arrangement.

"I told them we would recommend their turning down excessive copy, products in bad taste or over-priced, and all 'special price' deals—and that they must back me up in all instances and no longer take business from the several successful time brokers then operating."

His experience in signing WSB Atlanta points up a different kind of crisis he had to face in those formative days.

He figures he had made 18 trips to Atlanta to talk to officials of WSB and the *Atlanta Journal*, which owned it. He had talked repeatedly with John Brice, executive vice president and general manager of the *Journal;* with Lambdin Kay, then manager of WSB, and Johnny Outler, now manager of WSB.

"Finally," he recalls, "one day Brice said, 'OK, I'll take you up to the top man.' Up till then I'd thought Brice was the top man. I pictured another 18 trips to Atlanta trying to sell his boss, Major Cohen.

"However, on that day we finally got to the point where the major had his fountain pen poised over the contract. Then suddenly he asked me: 'Young man, what would you do if you knew there was a campaign scheduled for the *Atlanta Journal* but not for WSB?' "

Mr. Petry could see the contract slipping

EDWARD PETRY

HIS WAY OF DOING BUSINESS CHANGED AN INDUSTRY

New York

Chicago

Atlanta

St. Louis

Los Angeles

San Francisco

Detroit

SEVEN SIGNPOSTS MARK THE SPOTS WHERE PETRY COMPANY HANGS ITS HAT

away, but he took a deep breath and answered:

"I'm in the radio business, Major. I'd do everything I could to get that campaign out of the *Journal* and on to WSB."

Major Cohen went right on signing. Mr. Petry was surprised, and finally mustered the courage to say so.

"Young man," the major replied, "if you'd given me any other answer, I would have known you were lying. It's time these newspaper reps got a little competition. Furthermore, I do not care which pockets the money goes into, as long as all the pockets are in the same pair of trousers. Goodbye and good luck, young man."

This was the only meeting they ever had.

The Petry company had 13 stations on its list when it opened for business: WSB Atlanta, WFAA Dallas, KPRC Houston, WDAF Kansas City, WHAS Louisville, WTMJ Milwaukee, WSM Nashville, WSMB New Orleans, WTAR Norfolk, KVOO Tulsa, KFH Wichita, WFBM Indianapolis, and KSD St. Louis.

The Petry company of necessity was a small organization at the outset—the New York office was staffed by Mr. Petry, Henry I. Christal, formerly with Scott Howe Bowen, and Mrs. Christal. Edward E. Voynow, who currently is executive vice president of the company (see OUR RESPECTS, page 22), opened the Chicago office with one salesman—George Kercher, now in charge of the St. Louis office—and one secretary.

Times were not always prosperous for the company, but it stuck to its basic concepts and its clients came to be known, for the prestige and power of the stations themselves, as the "Tiffany list" among station representatives.

When Ruthrauff & Ryan, which was placing a campaign for Dodge cars on 150-200 stations, wanted him to place the entire business on all the stations involved, Mr. Petry refused to do more than handle it for the Petry list even though his refusal to place the campaign on other stations meant the loss of thousands in commissions. This action convinced agencies and advertisers that here was a dependable organization to work with.

In his time Mr. Petry has spent countless hours in countless "entertainment suites" at innumerable conventions, but he can also recall some much less fancy entertaining done in those earlier days. Take the time he "entertained" Walter Damm, of WTMJ Milwaukee, on one of Mr. Damm's visits to New York.

"I had one dollar to take Walter to lunch," he remembers. "I took him to Child's restaurant and ordered a cup of coffee for myself. I checked carefully on the cost of everything Walter was ordering—and was pleased to see that I was going to have 15 cents left over to tip the waitress. Then Walter asked for a pack of cigarettes—and she got no tip."

Many Things Have Changed

Like the price of cigarettes, things have changed since then. Indeed, by the end of the first year the Petry company had added 12 stations to its list, bringing the total to 25, and it had become clear that the young firm was on the road to success. Not many years later, the annual combined spot billing of the Petry stations was not far behind the billings of the two major networks of that period.

Gradually the Petry sales organization expanded. An office was opened in Detroit by Joseph Spadea, now with the Henry I. Christal Co. in Detroit; in Los Angeles by Chester Matson, who still is manager there; and in St. Louis by George Kercher, also still in charge there. More recently, the Atlanta office was opened by Dick Hughes and Joe Sierra. Bill Cartwright now heads the Detroit office.

While expanding the sales operation, Mr. Petry also tackled major problems both in and out of his own organization. Outside groups were almost continually trying to beat down the principle of exclusive representation—but the Petry stations stood firm. Within, he worked with his stations to get them to standardize rates, policies, informational material. He estimates that in the Petry company's first year he was on the road for 37 weeks, and in the second year for 32, not only soliciting new stations but conferring with existing clients in an effort to work out firm, uniform standards and stable rate and discount structures.

He also instituted "spot conventions" of his clients.

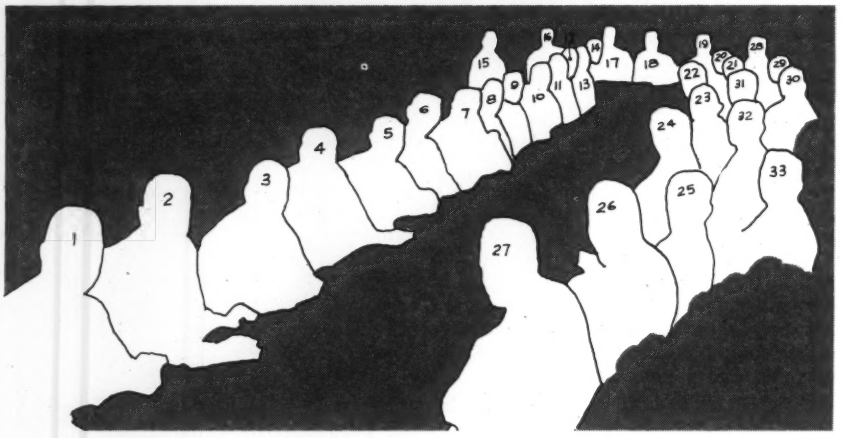
"In 1933 I called a meeting of our stations to be held in Chicago. This was the first meeting ever called to discuss the problems of the stations and to suggest improved operations in the field of spot broadcasting. It was a highly successful meeting, and through the years was followed by others like it, usually held at the time of the national industry conventions."

The exclusive representation idea meanwhile was catching hold. Other stations saw the advantages, and other exclusive rep firms were opening. The stations were drawn together, as in the case of the Petry list, by a desire to rid themselves of helter-skelter practitioners who were preying on the business and whose main contribution, if it could be called that, was confusion and instability. Says Mr. Petry:

"The stations on our list had a common interest and they often consulted each other about such problems. In most cases they took a common stand—and a firm one.

"Because of the high standing of the stations on our list, many other fine stations followed the policies which the Petry-represented stations set up to guide the industry. I am proud that the actions of the owners and managers of the stations on our list have had such an influence in molding the growth of the spot broadcasting business."

Like other representation companies, the Petry firm in the first half of the 1940's



FORTY MEN met May 7-9, 1934, at the Medinah Athletic Club, Chicago, for the second annual meeting of the Petry organization and stations it then represented. Thirty-three of them are pictured here. Their names, with their association in 1934 and, where B•T could determine, their present affiliation, follow:

(1) Hugh A. L. Halff, WOAI, San Antonio, still WOAI; (2) Cliff Taylor, WBEN Buffalo, deceased; (3) Osborne Bond, Petry, New York, unknown; (4) Bill West, KSD St. Louis, now in real estate in Ft. Lauderdale, Fla.; (5) Martin Campbell, WFAA Dallas, retired; (6) Scott Hamilton, KTHS Hot Springs, Ark., unknown; (7) Hanque Ringgold, Petry, New York, advertising consultant, Scarsdale, N. Y.; (8) Purnell Gould, WFBR Baltimore, on West Coast; (9) Dan Vincent, KSL Salt Lake City, unknown; (10) Harvey Wixson, KHQ Spokane, unknown.

(11) Jack McCormick, KTBS Shreveport, unknown; (12) Harold Wheelahan, WSMB New Orleans, retired; (13) Harry Stone, WSM Nashville, now WRGP-TV Chatanooga; (14) Jesse Jay, WIOD Miami, retired; (15) Campbell Arnoux, WTAR Norfolk, still WTAR; (16) Ed Twambley, WBEN Buffalo, unknown; (17) Henry I. Christal, Petry, New York, now Henry I. Christal Co., New York; (18) Edward Petry; (19) Edward Voynow, Petry, Chicago, still Petry, Chicago; (20) Walter Damm, WTMJ Milwaukee, still WTMJ.

(21) Nat Bauer, WIOD Miami, unknown; (22) Dean Fitzer, WDAF Kansas City, still WDAF; (23) Bill Meyer, KLZ Denver, unknown; (24) Larry Field, Petry, New York, now in manufacturing in Miami; (25) Lambdin Kay, WSB Atlanta, retired; (26) Paul Heitmeyer, KGW Portland, unknown; (27) John Ashenhurst, Petry, Chicago, still Petry, Chicago; (28) Leo Fitzpatrick, WJR Detroit, retired; (29) Bob Boniel, Petry, Chicago, deceased; (30) Joe Spadea, Petry, Detroit, now Christal, Detroit; (31) George Kercher, Petry, Chicago, now Petry, St. Louis; (32) Lewis Allen Weiss, WJR Detroit, deceased; (33) John Outler, WSB Atlanta, still WSB.

Also in attendance at the Chicago convention but not in picture: Burt Squire, WGAR Cleveland now BMI; Ed Craig, WSM Nashville, still WSM; Cecil Price, KFH Wichita, Kan., deceased; Lee Coulson, WHAS Louisville, deceased; Harold Hough, WBAP Ft. Worth, still WBAP; Ed Zimmerman, KPRC Houston, deceased, and K. G. Marshall, WBRC Birmingham, deceased.

shared in the wartime boom in radio advertising and, also like the others, temporarily lost the talents of several important members of the staff who went into the armed forces.

But all Petry people received full pay from the company for the full terms of their military service.

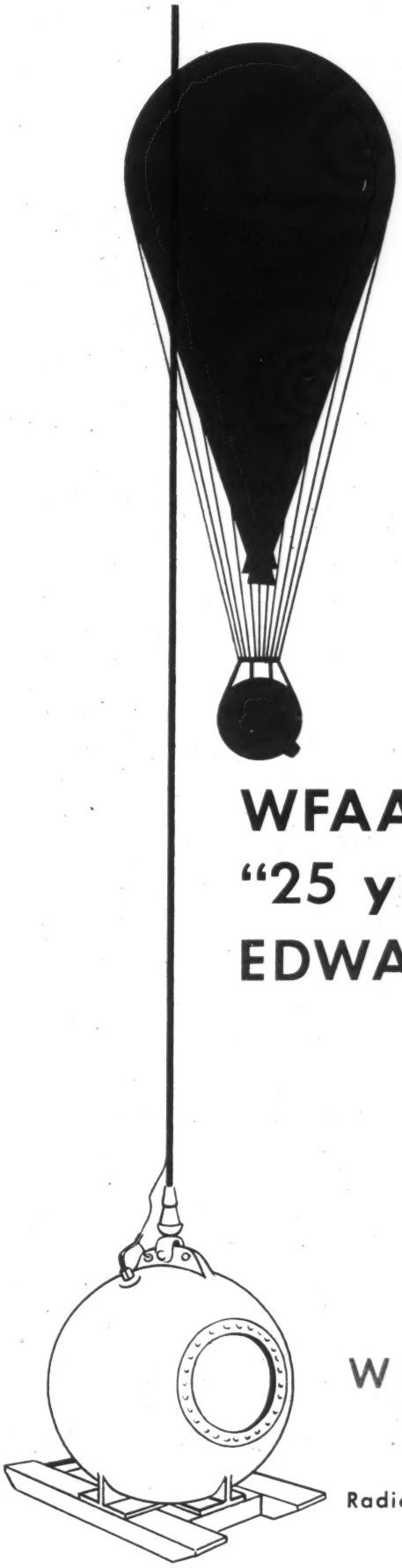
"We thought it was the right thing to do," Mr. Petry explains. "We had enough money to do it—so we did it."

In the late 1940's the operations of the Petry company—which until then had been about as serene as anything could be in this fast-growing, still developing field—experienced a severe strain. Mr. Christal, treasurer of the company, and Mr. Petry, the president, found themselves at odds on policy issues.

Mr. Petry has never discussed the controversy, feeling that it is better relegated to the past, but he told B•T that "as I look back on it, I can only say with the utmost sincerity that I am sorry it happened. I regret that we parted."

The late '40's brought another key development: the Petry company "discovered" television. As early as 1947 the firm set up a separate tv division which Mr. Petry regards as the first of its sort in the representation field.

At the outset, Lloyd George Venard, now with Venard, Rintoul & McConnell, was the entire tv department. Television then was just beginning to show some promise of becoming an important commercial factor, but the company took the plunge and went ahead with establishing a regular department to handle the budding medium. Be-



The year... 1932...

Professor Piccard ascends
ten miles high in balloon...

William Beebe descends
2,200 feet downward
in "Bathysphere"...

WFAA begins firm ground "25 year relationship" with EDWARD PETRY & COMPANY

WFAA Radio was one of the very first to join forces with the Edward Petry organization... back when such shows as "One Man's Family" and The Maxwell House "Showboat" premiered... when such stars as Ed Wynn, Jack Benny, Jack Pearl, and Groucho Marx first hit the airwaves. Today, some 25 years later, this fine relationship continues — the past 8 years with the addition of Dallas' outstanding television outlet, WFAA-TV.

WFAA-RADIO 820-570 | **WFAA-TV** CHANNEL 8

DALLAS

Radio and Television Services of the Dallas Morning News

cause there were few television stations to represent in those first years, the department necessarily operated at a loss.

From the original staff of seven back in 1932, the company has grown to approximately 140 now—about 60 in the radio division and 80 in television. The firm currently represents 27 television and 18 radio stations. Of the radio stations, 10 have been on the Petry list for more than 20 years.

Thomas E. Knode is vice president in charge of television, and last fall added the responsibilities of chairman of the company's plans board, while William Maillefert is vice president in charge of radio.

While not adverse to reminiscing, Mr. Petry prefers to look ahead.

He views his own company today as "a new Petry company"—operating on the same basic principles on which it was established but employing a new concept of selling.

One of the features of this "new concept" is heavy behind-the-lines support for the salesmen who are up front doing the selling. For instance, there are entirely separate promotion departments for the radio and tv divisions. The radio promotion department has five full-time members and the tv promotion department seven, working up presentations to get new business into spot broadcasting generally and onto the Petry

PETRY TV-RADIO CHIEFS

TOM KNODE BILL MAILLEFERT

stations specifically; analyzing audience surveys, studying ratings, and generally supplying the salesmen with all the ammunition available for sales-making.

Similarly, there are traffic, sales service and sales development departments at work behind the scenes to expedite the selling process, while the salesmen themselves are under strict policy orders that "no salesman will lose an order without going back for the second time around." The "second time around" means "repeatedly."

In addition, the plans board was created last fall, composed of key executives. Its function is to chart courses and adopt policies, under the overall direction of President Petry, and to see that those courses and policies are followed. It also serves an additional function: "to make sure that we don't try to live on the glory of the past."

"Our past is a pleasant thing to remember," Mr. Petry asserts, "but the future looks better."

Radio "is coming back alive again," he points out, noting for emphasis that the Petry company's radio billings in 1956 ran 34% ahead of 1955. In television he feels that "we haven't scratched the surface yet," that tv will continue to grow and become increasingly powerful, that color will add even more power, and that in time television will become as universal as radio has come to be, with television sets five or ten years from now retailing at perhaps the $15-$20 level that radio sets have attained.

He does feel that television's future would be even brighter if it were not for the rash of governmental investigations to which the networks and other elements of tv are being subjected. Television, he maintains, would not be what it is today without the great contributions that networks have made, and it is his view that television will not advance as fast as it should if the networks and the tv business are forced to devote vast sums of money and manpower to defending themselves against governmental critics.

WBC Meet to Feature McConnaughey Speech

FCC CHAIRMAN George McConnaughey is among the persons prominent in public service, broadcasting and allied fields who have accepted the invitation of Westinghouse Broadcasting Co. to participate in an industry-wide conference on local public service programming. The conference will be held in Boston Feb. 27-March 1 under WBC auspices.

Richard M. Pack, WBC vice president in charge of programming and supervisor of the Boston conference, said that Mr. McConnaughey will deliver one of the principal addresses of the three-day working meetings at the Thursday luncheon. He said that to date representatives of more than 50 radio and tv stations from Maine to California have accepted invitations to attend.

James MacAndrew, director of broadcasting for the New York City board of education and moderator of the award-winning *Camera Three* and *The Living Blackboard*, has been named educational consultant for the conference. It will cover public service broadcasting in its larger sense, including news, cultural and educational programming, wheather and other service announcements. Mr. MacAndrew will serve as moderator of the Wednesday evening panel discussion on "Showmanship in Education."

WICE Providence Protests Courthouse Ban of Newsman

A COURT HOUSE ban of a radio newsman who reported on a murder trial in Providence direct from the courthouse newsroom was protested last week by the station's owner, Tim Elliot, president-general manager of WICE Providence, R. I.

WICE reported that newsman Bob Lape was not permitted to remain in the building Tuesday, a day after the opening of the trial of John F. Nazarin on a murder charge. The coverage refusal—Mr. Lape's reports were put on the air after they were received at intervals—was by order of presiding judge, Eugene Jalbert, according to WICE. Station officials indicated they would seek a court writ—or other necessary legal action—to have Mr. Lape reinstated. Mr. Elliot said:

"The radio and tv news reporter and his professional equipment must have unlimited access to the proceedings of any public agency including courts of law. We challenge the right of any public official to pull the plug on the electronic media's coverage of the news. We will vigorously oppose any 'electronic blackout' that interferes with our responsibility to report the news to our audience."

Bill Would Force College To Quit Big Ten Because of Tv

A BILL was introduced in the Ohio Legislature last week by Rep. James J. McGettrick, House minority leader, and Rep. Francis D. Sullivan, providing that "no state college or university shall maintain a membership in any intercollegiate association which imposes restrictions on the type of or number of athletic games or exhibitions which such college or university may televise." Should the law pass it could cause Ohio State University to be barred from Big Ten and NCAA competition.

WWJ Detroit Sets Sales Record

SALES at WWJ Detroit during 1956 exceeded the 1955 total by 35.2% and set a new record in history of the station, Robert J. McIntosh, station manager, said.

Mr. McIntosh said he anticipates 1957 billings to equal or exceed the 1956 record.

Harris, Bernstein to Buy Major Interest in KBIF

JOHN H. POOLE, president of the John Poole Broadcasting Co. has reached an oral agreement to sell a majority interest in KBIF Fresno, Calif., to David T. Harris, manager of KMJ Fresno, and Ethan Bernstein, KMJ account executive.

Exact amount of the station stock to be sold or the money involved was not divulged due to pending reduction of the agreement into written contract. But, Poole Broadcasting will retain a substantial interest in KBIF, it was stated. Stations KBIF and KBIG Cataline Island, also a Poole property, will continue with their joint advertising-sales operation and the same national sales representative, Weed & Co., a KBIF spokesman told B•T. Reason given for the sale is to strengthen KBIF's identification with the Fresno community by bringing in strong local management.

Terms of the sale agreement will be announced when an application is filed with the FCC asking approval of the KBIF license transfer. Poole broadcasting also holds a license for ch. 22 KBIC-TV Los Angeles, which is currently conducting signal tests, and a construction permit for ch. 53 KBID-TV Fresno.

Texas Telecasting Inc. Begins Operation of Ch. 4 KBST-TV

TEXAS Telecasting Inc., Lubbock, Tex., assumed operation of ch. 4 KBST-TV Big Spring last Saturday under a five year lease.

The company owns and operates KDUB-AM-TV Lubbock and KPAR-TV Sweetwater, also in Texas.

Under operation plans, all three television stations are affiliated with CBS-TV. The station in Lubbock serves as anchor for the three, which are inter-connected.

25

EDWARD PETRY & CO.
Founded in 1932

JOHN H. BALLARD
BULOVA PARK
FLUSHING 70, N. Y.

PRESIDENT
BULOVA WATCH CO., INC.

SALES OFFICE
630 FIFTH AVE., NEW YORK

Congratulations—Ed Petry!
From your first client!

All of us at Bulova take great pride in the completion of your first 25 years of business accomplishment and service in the field of advertising.

A quarter century ago your company placed for us the first of the now famous Bulova Time Signals on radio! When commercial television became a reality, you placed the first commercial announcement in this new medium—again a Bulova Time Signal!

As a former member of the Bulova family, Ed, we take warm personal satisfaction in your success and that of your company.

John H. Ballard

JOHN BALLARD
President
Bulova Watch Company, Inc.

1st

First commercial time signal announcements on both radio and TV placed by Ed Petry—for Bulova!

WIND Announces Sponsors For 1957 Chicago Cub Games

SPONSORS for WIND Chicago's coverage of the 1957 Cubs baseball schedule was reported by the Westinghouse station last week.

Actual play-by-play will be co-sponsored by Pabst Brewing Co., through Leo Burnett Co.; Oklahoma Oil and Perfect Power (Standard Oil Co. of New Jersey), Maryland Adv. Agency; General Finance Co., Gordon Best Co. and Sidney Smith Enterprises (Peter Pan and Richards Drive-In restaurants), through W. B. Doner & Co. Broadcast adjacencies have been purchased by Banner Tire Div. of General Tire & Rubber Co., through D'Arcy Adv. Co.; Coca-Cola Bottling Co. of Chicago, McCann-Erickson Inc.; Z. Frank Chevrolet, Doner agency, and Chicago's Last Dept. Store, Robert Platt agency.

Plans have not been completed for the Cubs Midwest Baseball Network but regional feeds are expected to include some 25 to 30 stations.

Jim Shott, WHIS Owner, Dies

JIM H. SHOTT, 61, owner of WHIS-AM-TV Bluefield, W. Va., president of the Daily Telegraph Printing Corp. and publisher of the Bluefield *Telegraph* and *Sunset News*, died at his home Jan. 26.

Mr. Shott served as state Republican chairman from 1944 to 1948 and state finance chairman from 1954 to 1956. One of two sons of the late Hugh Ike Shott, former congressman and United States senator from West Virginia, Mr. Shott became president of the Daily Telegraph Printing Corp. when his father died in 1953.

He is survived by his wife, Martha Easley Shott; five sons, a sister and a brother.

WFIE-TV Issues Rate Card

WFIE-TV Evansville, Ind. (ch. 62), recently authorized to begin operation on ch. 14, uhf, has issued a new rate card (No. 7) effective Feb. 1, announced Promotion Manager Ed Yalowitz. On the new rate card one hour Class AA time will be $400, he said.

PERSISTENCE REWARDED

WORL Boston may have started a hit record on its way to fame—in spite of itself.

Norm Tulin, WORL disc jockey, tried hard to discourage the Melody Macs, a young singing group, when they brought him a record they had cut, telling them that the station couldn't use a home-cut record. Instead of being discouraged, the group had 3,000 copies cut professionally. Mr. Tulin finally gave in and spun both sides, "Lovelight in the Starlight" and "Apple Blossom Lane."

The resulting music was notable more for its flats than its sharpness. Listeners called in amazement to find out what it was. But publicity pays off. Other DJ's in Boston picked up the record, and Bob and Ray featured it on their Mutual show. Music stores started getting requests, and record companies started bidding for the disc. ABC-Paramount finally got the master for $1250. This for a record the group couldn't give away the month before.

The record has been pressed, and is being distributed nationally. And the Melody Macs (Xena, George, Agnes, and Madeline Macattich) may have a hit on their hands.

WRAJ Anna, Ill., Goes on Air

THE TOWN of Anna, Ill., and Union County now have their first radio station, WRAJ, which went on the air Jan. 10. Formal opening ceremonies for the 500 w, 1440 kc station were held Jan. 27 at the studios in the Anna Hotel. Local news and farm programming from 6 a.m. to local sunset highlight the new station's activities.

Manager of WRAJ is Robert P. Joseph, formerly on the staff of WGBS Miami and of WHOP Hopkinsville, Ill. The station is owned by Pierce E. and F. Ernest Lackey.

WGTO Has Record Sales Month

WGTO Haines City, Fla., signed $160,436.55 worth of new and renewed business in December 1956, for its top sales month since it went into regional radio operation 16 months ago.

The station's three sales representatives, G. Max Kimbrel, W. H. Fritts and Louis C. Candedo, turned in an average of $6,500 each working day during the month, topping by more than $60,000 the hoped-for goal of $100,000 in signed business.

Rep. John McCormack Lauds WNAC-TV on House Floor

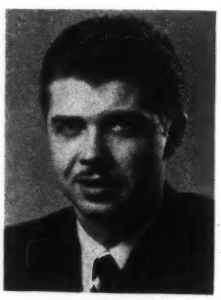
HOUSE Majority Leader John W. McCormack (D-Mass.) took the floor of the House of Representatives Jan. 30 to commend WNAC-TV Boston, Vice President-General Manager Norman Knight, station licensee RKO-General Teleradio Pictures Inc. and President Thomas F. O'Neil for the station's public service film, *Suffer the Little Children.*

MR. KNIGHT

The half-hour film was shot in Vienna by a three-man team sent by the station to cover the refugee situation there. It will be followed next month by an hour film, *Weltschmerz.* Producer-director H. Jeff Forbes, cameraman Edward Gilman and songwriter Frank Luther, film narrator, were mentioned in the McCormack speech, for their work in Austria (in cooperation with CARE), as were executive producer James Pike and writer Kenneth Macaskill, WNAC-TV staffers who prepared the show.

STATION PEOPLE

Jerry Danford, formerly national account executive, Radio Adv. Bureau, N. Y., named eastern sales manager for KWK Inc. (KWK-AM-TV St. Louis and WGTO Haines City, Fla.).



MR. DANFORD

James F. Jae Jr., regional sales manager, KLIK Jefferson City, Mo., named assistant general manager.

George D. Stearns, chief engineer, WMIC Monroe, Mich., named assistant manager, in addition to his present job. **Robert J. Norwood,** WMIC announcer, engineer, sports director, to program director and **Irv Laing,** announcer-engineer, formerly of WDTR-FM and WTVS-TV Detroit, joins WMIC as morning personality. **Joe Bacarella** named afternoon disc jockey and part-time salesman.

J. Maxwell Foley named chief engineer for WSVA-AM-FM Harrisonburg, Va. and **Thomas B. Jones** appointed tv studio super-

continues on page 102

THERE'S no mistaking a member of the WVNA Sheffield, Ala., sales force as he approaches in his three-wheeled Isetta, blazoned with head-on identification. If the WVNA man can't find five feet of parking space at his client's place of business, he can hop out the front door, enlist a passerby and lift his 770-lb. "Motocoupe" onto the sidewalk. The three WVNA German cars, making their rounds in the tri-city area of North Alabama—Florence, Sheffield and Tuscumbia—don't use as much fuel as one conventional automobile.

A TOAST TO PETRY
You're the bubbles in our champagne!
It's the bubbles that make champagne something extra special...something more than just fine wine.
Representation by Petry has given KMTV that important "extra" — a better service to our national accounts. Coupled with the biggest TV coverage in a giant 2½ billion dollar market area, it has meant a year 'round ranking among the nation's top 20 TV stations in national spot accounts.
Our sincere thanks and best wishes, Ed, on the 25th Anniversary of your organization.
Manager — KMTV — Omaha
COLOR TELEVISION CENTER
K M T V
NBC-TV
ABC-TV
CHANNEL 3
OMAHA
Represented by
EDWARD PETRY & CO., INC.
MAY BROADCASTING COMPANY • KMTV — OMAHA • KMA — SHENANDOAH, IOWA

CLOSED CIRCUIT TV URGED FOR SCHOOLS

- **California educator gives views**
- **Sees relief in teacher shortage**

EXPERIMENTATION with closed circuit television in the public school system as a means of relieving the critical teacher shortage in the country was recommended last week by Dr. Alexander J. Stoddard, educator who retired last year as superintendent of schools in Los Angeles.

Dr. Stoddard's proposal was contained in a report on "Schools For Tomorrow: An Educator's Blueprint," prepared for The Fund for the Advancement of Education, an independent organization established by The Ford Foundation. The report was based on studies by Dr. Stoddard and on interviews with more than 1,000 persons in 72 communities last year.

Dr. Stoddard said the universal incorporation of television in the country's public schools could conceivably bring a saving of 100,000 teaching positions and more than $500 million in teaching salaries. He acknowledged that the schools must learn how to use tv most effectively, and suggested that experimentation be conducted to determine:

(1) Whether there is a practical way to incorporate television into the school program so as to substitute for and lessen what the regular teacher must do, thus enabling her to do the remainder of her work better; (2) Which phases and types of learning experience lend themselves best to the tv medium of presentation and (3) Whether a high level of teaching efficiency can be attained with fewer trained teachers than are involved in the usual school organization.

As a possible plan for the elementary school level, Dr. Stoddard offered the following: For part of the day, half of the children in a class could be learning from regular teachers such subjects as English, reading, writing, arithmetic and social studies, while the other half would be participating in class experiences in a "resource room," utilizing television programs and any other aids to instructions. After lunch, the two schedules would be reversed.

Dr. Stoddard reviewed, in his report, the progress that has been made with tv on the college level and, to a lesser degree on the high school level. His studies indicated, he said, that "relatively little" television education has been done on the elementary school level, except for the "enrichment, supplementary type."

The possible advantages to schools incorporating a television plan, Dr. Stoddard said, are that subject areas, such as art, music, modern languages and many phases of regular subjects, can be taught by specialists in these fields at time not usually available in the normal classroom organization; some teaching positions obviously can be absorbed in this way, though demonstration is required to determine the number and the savings involved could be earmarked for teacher raises or employment of teacher aides.

Also, he said, fewer classrooms required would make possible, without added cost, the construction of various-sized rooms for special subject areas and also provide for television facilities.

Dr. Stoddard conceded there are "real roadblocks" that must be overcome to bring about the general use of tv in the school program and listed the problems of cost and budgeting; of adapting present buildings and other physical facilities not planned with tv in mind; of planning for the place of tv in the school program, and of finding and training skillful television teachers.

Dr. Stoddard also has been superintendent of schools in Bronxville, N. Y., Schnectady and Providence. He was for 10 years chairman of the Educational Policy Commission of the National Education Assn.

WTHS-TV SOUNDS SOS PLEA

THE two-year saga of educational ch. 2 WTHS-TV Miami, Fla., can be summed up in one word, according to Vernon Bronson, assistant director of radio and television for the Dade County Board of Public Instruction: Exhaustion.

Unless a proper budget and staff can be set up for the new 1957-58 school year, Mr. Bronson has told his superiors, WTHS-TV will have to go dark June 15 and remain so permanently.

WTHS-TV began operating on reserved ch. 2 Miami in August 1955, with an estimated $300,000 capital investment ($100,000 from the Fund for Adult Education and donated equipment). It operates with 10 kw from a 300 ft. tower. Studios and transmitting equipment are housed in the now jam-packed WTHS (FM) quarters. Staff comprises eight school personnel who work overtime and on weekends, plus 18 volunteers. WTHS-TV operates 4-5 hours daily, with one-third of its program fare from the Educational Television & Radio Center, Ann Arbor and the other two-thirds local live and film programs secured from outside sources. The school board also operates WTHS (FM).

Not only are the personnel of WTHS-TV, physically exhausted by the overwork entailed in doing their regular school work plus their activities with WTHS-TV, but even tube replacement stocks have been utterly depleted, Mr. Bronson declared.

"If our present staff and the director can hold up physically, and we can keep our present supply of volunteers and continue to get emergency help from WTVJ (WTVJ [TV], ch. 4 Miami), we will be able to stay on the air until the end of this current school year, or approximately June 15, 1957," Mr. Bronson said. "At that time, we would normally go off the air for the summer hiatus anyway, but when we do we must notify the FCC, and state the reason, and the EXACT time of return to the air. During the hiatus we must overhaul all of our equipment and plan and perfect the program schedules for the new season. . . . But these people cannot go on—they are exhausted physically and otherwise . . ."

For the coming year, Mr. Bronson suggested a budget of $117,800. He wants three engineers, two producer-directors, one film manager-technician, one cameraman-floor manager, one artist, one secretary-script writer-receptionist—total salaries, $41,600 yearly; plus an operations budget of $76,200.

This would permit WTHS-TV to operate six hours daily and amount to about $45 per hour of air time operations, Mr. Bronson said. This comes to 54¢ per child per year, he added.

At present, WTHS-TV is being run by school personnel on double time and by volunteers, Mr. Bronson observed. The transmitter rent ($1,800), transmitter power and telephone lines ($3,600) and tube replacements are being furnished by WTVJ. There also is a $4,800 bill due to the Educational Television & Radio Center. The school board furnishes administration, housing, lighting, postage, telephone service, etc., he pointed out.

NBC-TV School Plan Will Begin March 11

THE first regularly scheduled transmission of NBC-TV originated and produced programming to 25 non-commercial tv outlets, announced as part of the network's educational tv project [B•T, Dec. 17, 1956, *et seq.*] has been set for March 11. At that time the network will feed on its regular transmission facilities five separate programs dealing with mathematics, government, literature, music and economics, which will in turn be picked up on local loops especially provided for by the Educational Television & Radio Center at Ann Arbor, Mich. These loops, operating from 6:30-7 p.m. (EST) Mon.-Fri., will connect the NBC-TV network line with the educational stations.

NBC named four producers to the staff of David Lowe, recently named overall producer of the project [B•T, Jan. 28]. They are Brice Howard, NBC senior unit manager last connected with the *Hallmark Hall of Fame* program, who will produce the American government series; William White Parish, NBC supervisor of public service programs and at one time with *Wide Wide World,* who will take over the contemporary U. S. literature program; Charles Polachek, associate producer of the NBC Opera Co. and former *Voice of Firestone* producer, who will produce the music program, and Mrs. Dorothy Culbertson, supervisor of religious programming at NBC Radio, who will supervise the economics program. Mr. Lowe will handle the mathematics series.

The appointments were announced last

Since the early days of its organization

Edward Petry & Company, Inc.

has been the national sales representative
of WSB radio. WSB-TV has enjoyed this
advantage since its birth.
On the occasion of the 25th Anniversary
of the Petry company we pay public compliment
to the relationship–
both in years and in quality.

wsb radio / wsb-tv

ATLANTA

"White Columns"
is the home of
WSB Radio and WSB-TV

week by Edward Stanley, NBC manager of public service programs, who heads the project. The plan was disclosed by NBC President Robert W. Sarnoff during the network's 30th anniversary celebration in Miami last December [B•T, Dec. 17, 1956]. All 25 educational stations in the U. S. have agreed to carry the programs. The project begins March 11 for 13 weeks, resuming in October for another 13 weeks.

RCA ESTABLISHES NEW SCHOLARSHIPS

RCA last week announced a scholarship program for students preparing to teach science and mathematics. A total of 30 colleges and universities is included.

While unique among corporate educational aid programs, the new project actually extends RCA's long-standing scholarship and fellowship program, according to Brig. Gen. David Sarnoff, RCA board chairman. He emphasized that eventually some of the students taught by the would-be teachers would become "tomorrow's scientists"—making valuable advances in electronics.

A greater supply of teachers will help attain the goal of increasing the number of engineers and scientists, Gen. Sarnoff said, adding that he is urging RCA's 75,000 employes taking part in local school endeavors to increase their efforts.

Grants of $800 each will be made to 10 specified colleges and universities, and awarded to prospective science and mathematics teachers studying in the sophomore, junior and senior years, with an unrestricted contribution of $500 made to each of seven independent colleges in the group.

Another 10 annual grants of $800 each will go to selected teacher training colleges for science and mathematics students in the junior or senior years, and 10 scholarships of $250 each to freshmen and sophomores in those colleges.

An RCA Educational committee, under the chairmanship of Dr. C. B. Jolliffe, RCA vice president and technical director, conducted a study of science teacher shortages and set up the scholarship in those states showing the most acute need.

Colleges and universities specified: Berea College, Berea, Ky.; Adelphi College, Garden City, N. Y.; Clark College, Atlanta, Ga.; U. of Delaware, Newark, Del.; Goucher College, Baltimore; W. Virginia Wesleyan College, Buckhannon, W. Va.; U. of Wyoming, Laramie, Wyo.; Trinity College, Hartford, Conn.; St. Louis U., St. Louis; U. of Rhode Island, Kingston, R. I.; New Jersey State Teachers Colleges at Trenton and Montclair; Eastern Kentucky State College, Richmond, Ky.; New York State College For Teachers, Albany; Georgia State College For Women, Milledgeville; Henderson State Teachers College, Arkadelphia, Ark.; Western State Teachers College, Macomb, Ill.; New Mexico Highlands U., Las Vegas; Arizona State College, Flagstaff Ariz., and Western Washington College of Education, Bellingham, Wash.

NEARLY $10 MILLION IN RADIO-TV SPENT IN POLITICAL CAMPAIGNS

- **Senate Elections Subcommittee gives $9,907,006 total**
- **Expenditures made from Sept. 1 to Nov. 6 of last year**
- **Report based on questionnaires sent 4,000 stations**

A TOTAL of $9,907,006 was spent on radio-tv in behalf of political candidates—presidential down through local offices—from Sept. 1 to Nov. 6 last year, the Senate Elections Subcommittee reported yesterday (Sunday).

The subcommittee, which held hearings last fall on political campaign expenditures under the chairmanship of Sen. Albert Gore (D-Tenn.), made its report to the parent Senate Rules & Administration Committee. Other subcommittee members are Sen. Mike Mansfield (D-Mont.) and Sen. Carl T. Curtis (R-Neb.), the latter dissenting on grounds the labor union picture was not properly presented. Subcommittee counsel was James H. Duffy, with John P. Moore special counsel.

The radio-tv figures in the comprehensive and voluminous report were based on questionnaires to the nation's 4,000 radio and tv stations, answered by about 90% of am and fm stations, 97% of tv stations and all the radio and tv networks.

The report shows by individual and total radio and tv networks and collectively for all stations, as well as total stations state-by-state, the amounts spent in behalf of candidates for President, senator, representative and "all other offices." Expenditures are broken down showing amounts spent for spot time, program time and other charges such as production and pre-emption costs.

Aso listed are the amounts of "free time" in minutes given to each type of candidate or one of his supporters by networks and stations. The report did not distinguish between free time given to candidates and to persons supporting candidates.

The document also presents the arguments for and against proposals that networks and stations be required by law to give free time to candidates, as well as broadcasters' criticism of Sec. 315 ("equal political time") of the Communications Act, as presented in testimony before the subcommittee last fall.

Total national estimates for newspaper and periodical political advertising are presented, as well as that for outdoor advertising and other categories of expenditures.

Finally, the document lists contributions of $500 or more by individuals, classifying them according to certain selected industries they represent. Thus, the report lists $500-plus donations by officials of the ten largest radio-tv licensees and similar contributions by executives of the 37 largest advertising agencies, where such contributions have been made.

The committee appended final figures from late replies by 48 radio stations and seven tv stations, which are included in the total figure at the beginning of this story, but are not listed in the tabulations which are the basis for the breakdowns as used hereinafter. These total figures do not break down expenditures as spot, program or production and pre-emption costs except where noted.

Grand total expenditures in radio and tv for all offices were: Democrats $4,120,712, Republicans $5,381,891 and "other" (third party and non-partisan candidates) $315,739. This includes these radio-tv expenditures for the national offices: $1,949,865 (Democrats), $2,739,103 (GOP) and $34,179 (other); for senator $691,031 (Dem.), $788,280 (GOP) and $9,992 (other); for congressman $330,247 (Dem.), $509,552 (GOP) and $3,804 (other); all other offices $1,149,569 (Dem.), $1,344,956 (GOP) and $267,764 (other).

Grand total for radio—networks and stations—was $1,373,924 for Democrats, $1,644,728 for Republicans and $163,744, other. For tv, $2,746,788 for Democrats, $3,737,163 for Republicans and $151,995, other.

In the presidential race Democrats spent $477,305 in radio, $1,472,560 for tv, while Republicans spent $558,352 for radio, $2,180,751 for tv. In senatorial races, Democrats spent $235,902 in radio, $455,129 in tv, while the GOP spent $302,608 in radio, $485,672 in tv. In contests for congressman, Democrats $143,467 in radio, $186,780 in tv; GOP $215,730 in radio, $293,822 in tv. For all other offices Democrats spent $517,250 in radio, $632,319 in tv, while the GOP spent $568,038 in radio, $776,918 in tv.

Network radio grand total for all offices was $176,295 by the Democrats and $144,645 by Republicans (mostly for the national offices). On tv networks, Democrats spent $1,197,441 and Republicans $1,733,073 (also mostly for national office).

Total radio and tv network expenditures were $1,373,736 for Democrats and $1,877,718 for Republicans (again, mostly for national office).

Total free time granted by radio networks was 600 minutes to Democrats, 714 minutes to Republicans and 705 minutes to others (mostly for national office). Tv networks gave 595 minutes to Democrats, 714 minutes to Republicans and 637 minutes to others (mostly national office). Grand total free time given by both radio and tv networks was 1,195 minutes to Democrats, 1,428 minutes to Republicans and 1,342 minutes to others.

ABC Radio totals: Democrats $38,874, Republicans $19,070. ABC-TV: Democrats

Talk About Daytime Audience Dominance

KCRA·TV Has More Adult Daytime Viewers Than All Competing Stations COMBINED!

63.6%

ARB Share of Audience*
Sign-on to 5 p. m., Monday-Friday
Daytime Adult Viewing Hours
(Avg. Sets in Use: 15.1)

From 7 a. m. to 5 p. m. *Clear Channel* 3 has 190 quarter-hour "firsts" out of a possible 200. In Share of Audience, KCRA-TV has more than twice that of the second station:

	Sign-on To Noon	Noon-5 p. m.	Avg. Daytime Share Audience
KCRA-TV	60.0%	67.2%	63.6%
Station "B"	37.7%	18.0%	27.9%
Station "C"	1.3%	3.1%	2.8%
Station "D"	———	13.9%	13.9%

(On Air at 2 p.m.)

KCRA-TV has 21.3% more audience than the second station in the big Sacramento TV Market from Sign-on to Signoff, Sunday through Saturday:

	Total Share of Audience
KCRA-TV	43.8%
Station "B"	36.1%
Station "C"	12.9%
Station "D"	9.2%

Call Petry for more information about
The *Highest Rated* NBC Station in the West

*All figures from Sacramento Television Audience. ARB: November 15-21, 1956

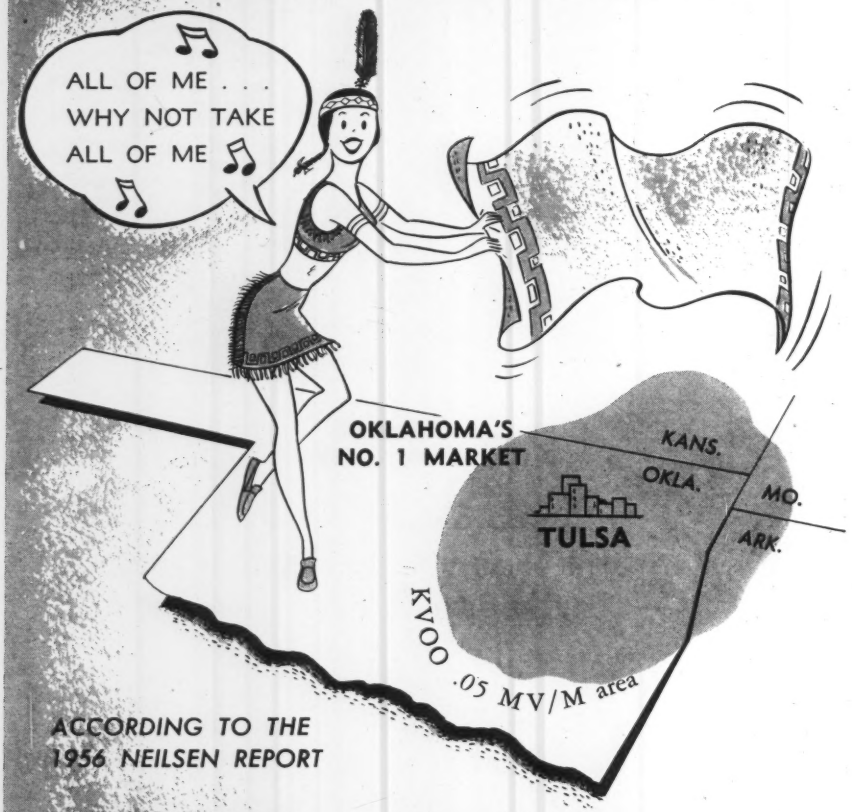
KCRA·TV

CLEAR 3 CHANNEL

SERVING 28 NORTHERN CALIFORNIA AND NEVADA COUNTIES

Sacramento, California

ONLY KVOO-RADIO BLANKETS OKLAHOMA'S NO. 1 MARKET



ACCORDING TO THE 1956 NEILSEN REPORT

53.6% DEPEND ON KVOO

Why not take ALL of Oklahoma's No. 1 market . . . The Billion Dollar Empire! In all the 51 counties in KVOO's .05 MV/M area . . . *53.6 per cent* of the people *depend* on KVOO. That's *dominance* and the door to your sales. Schedule KVOO-RADIO NOW, for lowest cost per prospect — highest return per dollar. Call your Petry Radio man.

Our Best Wishes to Our "Rep's"

EDWARD PETRY & CO.

on their 25th Anniversary!

Harold C. Stuart, *Exec. V. P.*
Gustav Brandborg, *Gen'l Mgr.*

KVOO RADIO

50,000 WATTS • 1170 KC • OKLAHOMA'S GREATEST STATION • TULSA

$288,461, Republicans $170,682. ABC gave 15 minutes radio time each to Democrats and Republicans and 230 minutes to others and gave 15 minutes tv time to each party and 225 minutes to others.

CBS Radio totals: Democrats $93,818, Republicans $66,110. CBS-TV: Democrats $495,455, Republicans $916,148. CBS gave 247 minutes of radio time to Democrats, 260 minutes to Republicans and 265 minutes to others, and gave 180 minutes tv time to Democrats, 228 minutes to Republicans and 210 minutes to others.

NBC Radio totals: Democrats $26,647, Republicans $49,694; NBC-TV: Democrats $413,525, Republicans $646,243. NBC gave 323 minutes free radio time to Democrats, 439 minutes to Republicans and 195 minutes to others, and gave 400 minutes tv time to Democrats, 471 minutes to Republicans and 202 minutes to others.

Mutual totals: Democrats $16,956, Republicans $9,771. MBS gave 15 minutes free time to Democrats and 15 minutes to others.

Individual radio stations reported Democrats for all offices spent $1,197,629, Republicans $1,500,083, and others $163,744. Individual tv stations reported Democrats for all offices spent $1,549,347, Republicans $2,004,090, and others $151,995.

Radio stations reported a total of 15,787 minutes free time to all Democrats, 14,774 minutes to Republicans and 3,912 minutes to others. Tv stations reported they gave Democrats 5,120 minutes, Republicans 4,444 minutes and others 1,544 minutes.

Exclusive of production and pre-emption costs, the Democrats spent $945,000 in radio spots and $400,000 in radio programs for all offices, on stations and networks. Republicans spent $1,240,000 for radio spots and $377,000 for radio programs. At the same time Democrats spent $926,000 for tv spots and $1,615,000 for tv programs, while the GOP spent $1,279,000 for tv spots and $2,026,000 for tv programs.

Total money expenditures on stations by states* follow (senatorial elections held in only 33 states; in some southern states the Democratic senatorial or congressional nominee had no effective opposition; some state-border stations and those in the District of Columbia were used by candidates in neighboring states):**

Alabama: radio $3,050 (D), $1,658 (R), $784 (O); tv $5,522 (D), $292 (R), $1,380 (O). Arizona: radio $17,657 (D), $10,802 (R), $985 (O); tv $39,672 (D), $14,854 (R), $177 (O).

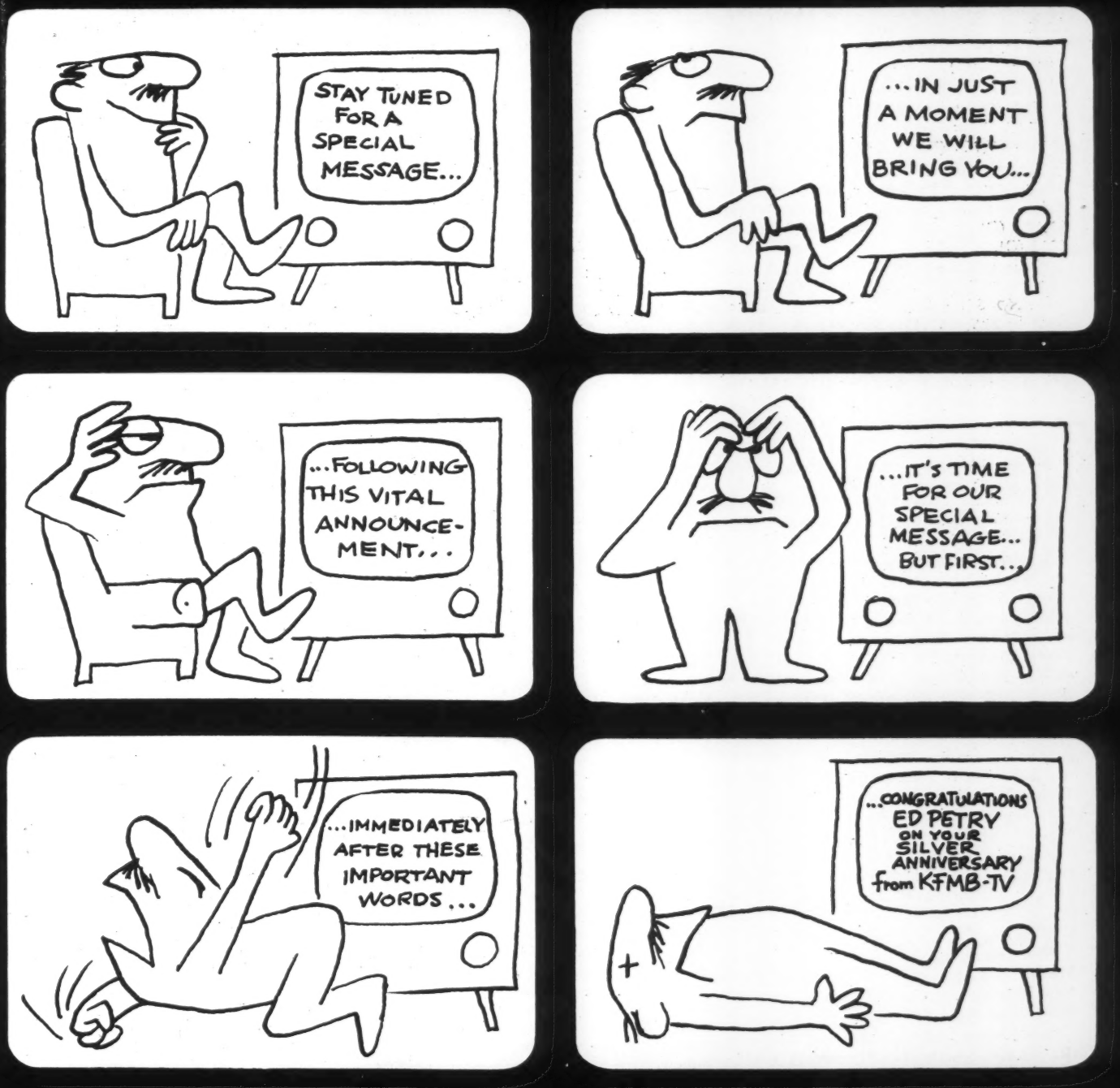
Arkansas: radio $6,494 (D), $2,597 (R), $838 (O); tv $7,545 (D), $1,635 (R). California: radio $82,946 (D), $77,074 (R), $22,083 (O); tv $116,357 (D), $181,592 (R), $3,312 (O).

Colorado: radio $22,179 (D), $28,350 (R), $2,136 (O); tv $15,030 (D), $33,293 (R), $2,469 (O). Connecticut: radio $22,321

*** Does not include total $166,282 radio spending and $309,615 tv expenditures received from stations too late to tabulate by states, but carried in all other radio and tv totals in this story.**

**** (D)-Democrats, (R)-Republicans, (O)-Others.**

More about San Diego in a moment, But First...


STAY TUNED FOR A SPECIAL MESSAGE...
...IN JUST A MOMENT WE WILL BRING YOU...
...FOLLOWING THIS VITAL ANNOUNCE-MENT...
...IT'S TIME FOR OUR SPECIAL MESSAGE... BUT FIRST...
...IMMEDIATELY AFTER THESE IMPORTANT WORDS...
...CONGRATULATIONS ED PETRY ON YOUR SILVER ANNIVERSARY from KFMB-TV

25 years is a long time in any business . . . but in this jungle that is advertising and mass media, it's a FOREVER . . . and just staying alive is a major accomplishment.

To have been a pioneer, a leader in the Industry for a quarter of a century, to be admired by the stations you rep, the agencies you sell and your competition alike . . . is really an accomplishment. Congratulations, Ed . . . and best wishes for the next 25.

KFMB TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co., Inc.

SAN DIEGO

America's more market

(D), $47,517 (R), $990 (O); tv $26,663 (D), $38,676 (R), $4,437 (O).

Delaware: radio $6,128 (D), $10,430 (R), $35 (O); tv $3,320 (D), $4,495 (R), $240 (O). Florida: radio $26,686 (D), $18,169 (R), $900 (O); tv $46,610 (D), $37,606 (R), $626 (O).

Georgia: radio $18,158 (D), $1,898 (R), $1,768 (O); tv $11,938 (D), $6,214 (R), $927 (O). Idaho: radio $10,659 (D), $11,055 (R); tv $7,765 (D), $14,821 (R), $160 (O).

Illinois: radio $90,849 (D), $87,454 (R), $1,626 (O); tv $101,143 (D), $105,089 (R). Indiana: radio $26,569 (D), $45,980 (R), $1,100 (O); tv $58,455 (D), $80,025 (R), $218 (O).

Iowa: radio $28,121 (D), $25,643 (R), $97 (O); tv $23,215 (D), $20,650 (R). Kansas: radio $16,862 (D), $22,093 (R), $474 (O); tv $25,495 (D), $31,993 (R), $986 (O).

Kentucky: radio $26,698 (D), $22,362 (R), $1,391 (O); tv $15,902 (D), $23,040 (R). Louisiana: radio $11,220 (D), $9,534 (R), $2,769 (O); tv $16,160 (D), $15,859 (R), $4,304 (O).

Maine: radio $4,548 (D), $4,847 (R), $354 (O); tv $5,634 (D), $9,103 (R), $24 (O). Maryland: radio $19,707 (D), $22,535 (R), $8,873 (O); tv $25,317 (D), $35,036 (R), $6,968 (O).

Massachusetts: radio $41,475 (D), $58,217 (R), $733 (O); tv $54,063 (D), $97,358 (R), $685 (O). Michigan: radio $43,608 (D), $91,771 (R), $15,676 (O); tv $87,988 (D), $171,173 (R), $9,705 (O).

Minnesota: radio $38,454 (D), $41,533 (R), $5,795 (O); tv $41,032 (D), $42,080 (R), $2,199 (O). Mississippi: radio $1,370 (D), $1,258 (R), $745 (O); tv $3,134 (D), $1,299 (R), $2,017 (O).

Missouri: radio $30,478 (D), $20,668 (R), $275 (O); tv $42,110 (D), $37,435 (R), $605 (O). Montana: radio $24,104 (D), $28,981 (R), $2,531 (O); tv $11,607 (D), $14,482 (R), $632 (O).

Nebraska: radio $5,747 (D), $4,163 (R), $6,971 (O); tv $4,782 (D), $9,871 (R), $3,714 (O). Nevada: radio $8,090 (D), $9,133 (R), $1,720 (O); tv $9,962 (D), $10,589 (R), $7,069 (O).

New Hampshire: radio $1,195 (D), $3,378 (R), $162 (O); tv $924 (D), $6,132 (R). New Jersey: radio $7,148 (D), $24,110 (R), $1,024 (O); tv $4,544 (D), $1,860 (R).

New Mexico: radio $26,931 (D), $20,470 (R), $1,800 (O); tv $28,974 (D), $18,657 (R), $200 (O). New York: radio $71,303 (D), $110,075 (R), $3,844 (O); tv $133,158 (D), $96,200 (R).

North Carolina: radio $7,895 (D), $5,559 (R), $46 (O); tv $5,405 (D), $6,548 (R). North Dakota: radio $6,059 (D), $8,859 (R), $3,278 (O); tv $14,393 (D), $13,582 (R), $1,773 (O).

Ohio: radio $45,426 (D), $91,142 (R), $10,551 (O); tv $46,544 (D), $160,391 (R), $20,209 (O). Oklahoma: radio $12,622 (D), $11,149 (R), $50 (O); tv $16,864 (D), $23,983 (R), $410 (O).

Oregon: radio $53,195 (D), $73,008 (R), $6,923 (O); tv $55,090 (D), $59,599 (R), $385 (O). Pennsylvania: radio $77,950 (D), $92,729 (R), $575 (O); tv $124,316 (D), $162,402 (R), $115 (O).

Rhode Island: radio $6,581 (D), $4,576 (R), $53 (O); tv $23,119 (D), $13,381 (R). South Carolina: radio $3,193 (D), $669 (R), $1,467 (O); tv $6,135 (D), $850 (R), $7,167 (O).

South Dakota: radio $8,591 (D), $10,565 (R), $522 (O); tv $13,144 (D), $13,986 (R), $649 (O). Tennessee: radio $7,363 (D), $12,959 (R), $1,239 (O); tv $8,566 (D), $19,329 (R), $1,830 (O).

Texas: radio $43,250 (D), $60,658 (R), $18,261 (O); tv $46,012 (D), $108,219 (R), $10,695 (O). Utah: radio $4,384 (D), $13,441 (R), $3,797 (O); tv $7,711 (D), $22,929 (R), $8,430 (O).

Vermont: radio $2,208 (D), $2,615 (R), $88 (O); tv $2,202 (D), $4,942 (R). Virginia: radio $10,196 (D), $14,535 (R), $2,858 (O); tv $5,441 (D), $9,846 (R), $600 (O).

Washington: radio $55,084 (D), $47,898 (R), $18,778 (O); tv $85,482 (D), $65,315 (R), $31,724 (O). West Virginia: radio $28,355 (D), $41,063 (R); tv $22,876 (D), $17,959 (R), $1,299 (O).

Wisconsin: radio $11,886 (D), $36,296 (R), $285 (O); tv $22,487 (D), $53,478 (R), $1,213 (O). Wyoming: radio $3,504 (D), $7,168 (R), $924 (O); tv $1,233 (D), $1,288 (R), District of Columbia: radio $1,415 (D), $8,630 (R), $391 (O); tv $6,658 (D), $15,042 (R), $369 (O).

HE MOVES FOR CHANGE

LABOR organizations would be prohibited from expenditures in primaries and election campaigns for presidential, vice presidential, senatorial and congressional offices, under provisions of a bill (HR 3629) introduced last week by Rep. Edgar W. Hiestand (R-Calif.). The bill also would increase the legal ceiling for expenditures in a year by a national political committee from the present $3 million to around $12 million.

The following list of "the 10 leading radio and television station licensees" shows contributions of over $500 made in 1956 by 22 officers and directors of eight of the firms as checked by the subcommittee against the list of contributors filed with the Clerk of the U. S. House of Representatives and as reported to the subcommittee. The contributions total $38,800. The report said FCC figures show the 10 companies had the highest combined radio-tv revenues in 1955:*

CBS: Joseph A. Iglehart, $1,000 to Republicans; William S. Paley, $12,600 to Republicans.

NBC: Harry C. Hagerty, $500 to Republicans; William E. Robinson, $3,000 to Republicans.

ABC**: Earl E. Anderson, $500 to Republicans.

Storer Broadcasting Co.: Charles V. McAdam, $500 to Republicans; J. Harold Ryan, $600 to Republicans; George B. Storer, $8,200 to Republicans.

Westinghouse Broadcasting Co.: Charles E. Headlee, $500 to Republicans; Robert H. Hinckley**, $500 to Democrats; George Main, $1,400 to Republicans; Gwilym A. Price, $1,500 to Republicans.

RKO Teleradio Pictures Inc.***: "None found."

Crosley Broadcasting Corp.: George Allen, $500 to Republicans; James Bruce, $500 to Democrats; Coburn C. Darling, $1,000 to Republicans; Dr. Robert L. Johnson, $1,000 to Republicans; Herman H. Kahn, $500 to Republicans; Leroy A. Lincoln, $500 to Republicans; Thomas A. O'Hara, $1,000 to Republicans.

Meredith Publishing Co.: Fred Bohen, $1,000 to Republicans; E. T. Meredith Jr., $1,500 to Republicans.

Scripps-Howard Radio Inc.: "None found."

Consolidated Tv & Radio Broadcasts (sic) Inc.: R. S. (Ralph) Euler, $500 to Republicans.

The following alphabetical list of the 37 top agencies in 1955 (billings of $20 million or over as listed in the Feb. 27 *Advertising Age*) show, where applicable, political contributions of $500 or more by contributors who were checked against a list of officials of these agencies. All contributions listed, totaling $51,600, were made to Republicans.

BBDO: Bruce Barton, $2,000; J. D. Danforth, $1,000; Fred B. Manchee, $1,000; A. F. Osborn, $1,000.

Benton & Bowles: William R. Baker Jr., $1,000; Robert E. Lusk, $500.

Biow-Beirn-Toigo (Biow Co., now defunct): Milton H. Biow, $1,500; Veronica Welch, $500.

Brooke, Smith, French & Dorrance: None.

Campbell-Ewald Co.: Charles M. White, $11,350.

Campbell-Mithun: None.

Cockfield, Brown & Co.: None.

Compton Adv.: None.

Cunningham & Walsh: None.

Dancer-Fitzgerald-Sample: Clifford L. Fitzgerald, $1,000.

D'Arcy Adv. Co.: P. J. Orthwein, $1,500.

Donahue & Coe: None.

D. P. Brother & Coe: None.

Erwin, Wasey & Co.: None.

Foote, Cone & Belding: Robert F. Carney, $500.

Fuller & Smith & Ross: None.

Geyer Adv.: B. B. Geyer, $500.

Grant Adv.: None.

Grey Adv. Agency: None.

J. Walter Thompson Co.: Wallace W. Elton, $500; Henry C. Flower Jr., $2,500; Kenneth W. Hinks, $1,000; Howard Kohl,

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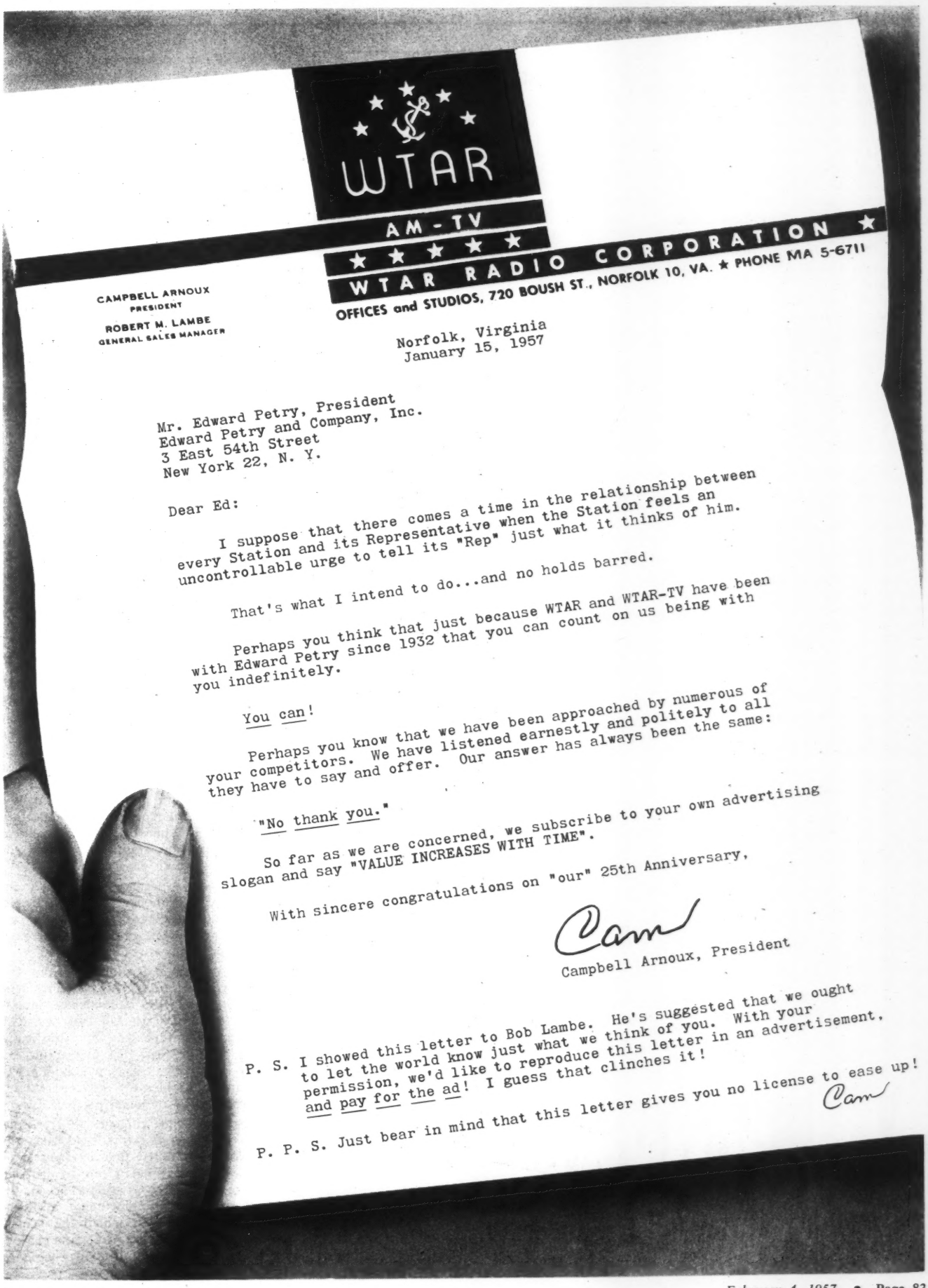
*** Because of the last-minute receipt of the Gore Subcommittee report, B•T did not have time to double-check what appear to be obvious errors in some identifications.**

**** As far as this magazine knows, Robert H. Hinckley is Washington vice president of ABC and has no connection with Westinghouse Broadcasting.**

***** Under another heading, the report lists a William O'Neil of General Tire & Rubber Co. as contributing $3,000 to Republicans. GT&R owns RKO Teleradio Pictures Inc. and Thomas F. O'Neil, President of RKO Teleradio, is the son of William O'Neil, President of GT&R.**



WTAR
AM - TV
WTAR RADIO CORPORATION
OFFICES and STUDIOS, 720 BOUSH ST., NORFOLK 10, VA. ★ PHONE MA 5-6711

CAMPBELL ARNOUX
PRESIDENT
ROBERT M. LAMBE
GENERAL SALES MANAGER

Norfolk, Virginia
January 15, 1957

Mr. Edward Petry, President
Edward Petry and Company, Inc.
3 East 54th Street
New York 22, N. Y.

Dear Ed:

I suppose that there comes a time in the relationship between every Station and its Representative when the Station feels an uncontrollable urge to tell its "Rep" just what it thinks of him.

That's what I intend to do...and no holds barred.

Perhaps you think that just because WTAR and WTAR-TV have been with Edward Petry since 1932 that you can count on us being with you indefinitely.

You can!

Perhaps you know that we have been approached by numerous of your competitors. We have listened earnestly and politely to all they have to say and offer. Our answer has always been the same:

"No thank you."

So far as we are concerned, we subscribe to your own advertising slogan and say "VALUE INCREASES WITH TIME".

With sincere congratulations on "our" 25th Anniversary,

Cam

Campbell Arnoux, President

P. S. I showed this letter to Bob Lambe. He's suggested that we ought to let the world know just what we think of you. With your permission, we'd like to reproduce this letter in an advertisement, and pay for the ad! I guess that clinches it!

Cam

P. P. S. Just bear in mind that this letter gives you no license to ease up!

$1,000; L. O. Lemon, $1,000; Samuel W. Meek, $1,000; Stanley Resor, $2,100; Charles A. Rhenstrom, $1,000; Oneill Ryan Jr., $1,500; Norman H. Strouse, $1,000.

Kenyon & Eckhardt: Thomas D. A. Brophy, $750; Don C. Miller, $750; Dwight Mills, $1,500.

Kudner Agency: J. H. S. Ellis, $500.

Lennen & Newell: Adolph J. Toigo, $2,000.

Leo Burnett Co.: Leo Burnett, $500.

MacLaren Adv. Co.: None.

MacManus, John & Adams: James R. Bloomfield Adams, $500.

Maxon Inc.: Lou R. Maxon, $500.

McCann-Erickson: Emerson Foote, $1,000; Marion Harper Jr., $650.

Needham, Louis & Brorby: None.

Norman, Craig & Kummel: None.

N. W. Ayer & Son: None.

Ruthrauff & Ryan: Frederick B. Ryan Jr., $500.

Sullivan, Stauffer, Colwell & Bayles: Robert T. Colwell, $500; Raymond F. Sullivan, $500.

Tatham-Laird: None.

Ted Bates & Co.: None.

William Esty Co.: James J. Houlahan, $2,000; John Peace, $1,000.

Young & Rubicam: Louis N. Brockway, $1,000; Sigurd S. Larmon, $1,500.

The breakdown of expenditures of all campaign committees which filed reports with the Clerk of the House of Representatives showed direct expenditures of $20,685,387 in behalf of Republican candidates and $11,919,061, including labor committees, for Democratic candidates for the period Sept. 1 to Nov. 30, 1956, the Senate unit reported. Breakdown was:

Radio: Democratic $559,979; Republican $877,230.

Television: Democratic $2,292,228; Republican $3,006,412.

Newspaper and periodical advertising: Democratic $694,923; Republican $1,373,944.

Printing, purchase and distribution of literature: Democratic $1,900,076; Republican $2,187,199.

Outdoor: Democratic $195,507; Republican $393,905.

Other (travel, quarters, salaries and other overhead): Democratic $4,429,179; Republican $7,334,971.

Volume of newspaper advertising from July 1 to Nov. 30, obtained by the subcommittee from Media Records Inc., New York, from a survey of political advertising lineage in 410 newspapers in 129 cities, accounting for 74% of daily newspaper circulation and 90% of Sunday circulation, indicated a total of $4,283,072, Democrats spending $745,453 and Republicans $1,068,510. Of the total, undifferentiated and miscellaneous spending by both parties was $2,469,109.

The report said its radio-tv figures were the most complete ever achieved, due largely to cooperation from the networks and the approximately 500 tv stations and 3,500 am and fm radio stations. It noted that California and Pennsylvania were the leading states in radio-tv expenditures—$457,000 in each state by both parties.

It also was pointed out that while networks reported to the subcommittee as of Oct. 2 that $2,428,000 had been spent for tv and that the two parties anticipated spending an additional total of $2,094,000 for tv, the final reports by networks and stations show that this $2,094,000 total estimate was exceeded by $1,961,000—the Democrats spent an additional $868,000 and the GOP an additional $1,093,000. This shows both parties boosted their tv spending considerably more in the late stages of the campaign, it was said.

The report said total radio-tv expenditures did not show a significant increase in 1956 over 1952 for presidential, senatorial and congressional offices ($7,056,053 total in 1956, $6,062,377 in 1952), but added: "However, as might be expected, there was marked increase in the 1956 television expenditures over 1952, and a significant decrease in 1956 in radio expenditures compared to 1952."

Accompanying figures showed total expenditures of $3,111,049 for radio and $2,951,328 for tv in 1952 and $1,956,205 for radio and $5,099,848 for tv in 1956. It noted the growth and spread in tv stations as one reason for higher tv costs, but said expenses might have been even higher last year had it not been for the increased use of spot programs and announcements of less expense than regular programs, pre-election coordination by networks with political parties to reduce pre-emption costs and advent of the 5-minute program.

The report showed that individual radio stations gave 575 hours of free time to political candidates and individual tv stations 185 hours, while radio networks gave 34 hours and tv networks 32 hours.

The document said witnesses from the four networks and NARTB President Harold Fellows were "practically unanimous" in testimony last fall that Sec. 315 "ought to be repealed or drastically amended." While Sec. 315 appears to be fair and equitable, its application has created many problems," the report said, citing demands by minority parties.

Proposals by some witnesses for free time were described, along with broadcaster objections to it. It noted that its figures on free time includes that given to persons supporting candidates as well as to candidates themselves. The document also described the dilemma in which the broadcaster is prohibited by the FCC from censoring political speeches, but made liable to libel by many state laws (see story, page 27).

PROBE FUNDS APPROVED

THE Senate last Wednesday approved S Res 26 providing $225,000 for the Senate Interstate & Foreign Commerce Committee's investigations and studies this year, including its probe into tv network practices and allocations problems.

Congratulations

Edward Petry & Co., Inc.

The management and staff of KARK feel a deep sense of pride on this occasion of your 25th Anniversary, and in having been happily affiliated with you for the past 20 years.

ARKANSAS' PREFERRED STATION

KARK am TV

NBC IN LITTLE ROCK

A SALUTE

TO EDWARD PETRY AND COMPANY, INC.

ON 25 YEARS OF DISTINCTIVE SERVICE TO THE RADIO AND TELEVISION INDUSTRY

Our heartiest congratulations on your Anniversary . . . 25 star-studded years of significant achievement and constant progress. We want to express our appreciation for your co-operative, attentive and effective representation, and add our warmest wishes for your continuing good fortune.

WBAL-TV
BALTIMORE

WISN and WISN-TV
MILWAUKEE

Radio and Television Division of The Hearst Corporation

Congratulations
to
Ed Petry
and his wonderful
staff on their
twenty-fifth
anniversary as
top reps.
We are proud to
be represented
by this group
of great guys.

KCOP
CHANNEL **13**
HOLLYWOOD

congratulations
to
EDWARD PETRY & COMPANY
on your
25th
anniversary

Channel 3
KARD-TV
WICHITA • KANSAS

SALE DISSENTERS RECEIVE SETBACKS

- **Protests turned down**
- **Hearing held on KOBY**

A WILMINGTON, Del., court last week turned down a minority stockholder who was fighting to upset the sale of a Washington, D. C., radio station. At the same time, the FCC dismissed protests filed by two persons who claimed they had been bilked out of their right to buy a Florida radio and tv station. And, an FCC hearing on the protest of a minority stockholder against the sale of a San Francisco station was completed in one day last week.

• Chancellor Collins J. Seitz, of the Wilmington, Del., court of chancery last week dismissed the complaint of Lawrence M. C. Smith against the sale of WGMS-AM-FM Washington, D. C., to RKO Teleradio Pictures Inc., last year for $400,000. Mr. Smith, 16⅔% stockholder of WGMS, had brought suit to abrogate the sale on the ground that the station could have been sold for more. He also objected to the five-year management contract with Mr. and Mrs. M. Robert Rogers. The Rogers and Pierson Underwood own 83⅓% of WGMS.

Judge Seitz held that there was no showing that the sales price was "less than the fair value of the assets sold." He also declared there was no other firm offer that could have been considered by the WGMS board. Mr. Smith had maintained that Nathan Strauss, WMCA New York, had offered more than $400,000 for the station.

Judge Seitz justified the management consultancy contract between RKO and the Rogers as compensation for agreeing not to compete with RKO in the Washington market.

An FCC hearing on Mr. Smith's charges, submitted as a protest following FCC approval of the sale, began two weeks ago and will resume today (Monday). Among those to be heard will be public witnesses who have banded together as "Friends of Good Music." WGMS operated as a good music station in the nation's capital city.

A request that the "Friends of Good Music" be allowed to intervene as a party in the protest hearing, with the right to submit witnesses and cross-examine other witnesses, was denied by Chief Hearing Examiner James D. Cunningham two weeks ago. This ruling was appealed to the FCC.

RKO planned to operate WGMS as its Washington outlet for MBS originations, with WGMS-FM generally continuing the good music policy. Although the purchase was consummated shortly after the FCC's approval last year, RKO was required to return the station to its original owners when Mr. Smith went to federal court and received a stay order against the transaction.

It is understood that the Wilmington court's ruling will be incorporated in the FCC hearing record.

Florida Protests Dismissed

• The FCC dismissed the protests of Theodore Granik (American Forum of the Air) and William H. Cook against the sales of WFMJ and WESH-TV Daytona Beach, Fla., by W. Wright Esch. WFMJ was sold in 1955 to Emil Arnold and Harold Kaye; WESH-TV in 1956 to WCOA Inc. (John H. Perry interests). The Commission said that since a Florida court ruled against the claims of Messrs. Granik and Cook they were no longer a party in interest and thus had no standing to protest the sales.

Messrs. Granik and Cook claimed they had a contract with Mr. Esch permitting them to buy the two Daytona Beach stations. But, they claimed, Mr. Esch went ahead and sold them to others. The Florida circuit court held that the two men had no stake in the facilities.

• A hearing on the protest of Milton Stern—claiming to be a minority stockholder because he and others responded to an appeal for funds to keep KEAR San Francisco going as a good music station—against the FCC's approval of the sale of that station to Mid-America Broadcasting Co. (David M. Segal) opened and closed in one day last week.

Mr. Stern claimed that the station should have been sold to another group. Frank V. DeBellis, former station director, testified that he was among a group which tried to buy the station and maintain it as a good music station. KEAR (now KOBY) was sold by S. A. Cisler to Mr. Segal for $500,000 last year. Mid-America also owns KOSI Aurora-Denver, Colo., and WGVM Greenville, Miss.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 9

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (12-17-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y. ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56); Casper, Wyo., ch. 6.

AWAITING ORAL ARGUMENT: 3

(Figures in parentheses indicate dates initial decisions were issued.)

San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-25-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING 7

Beaumont-Port Arthur Tex., ch. 4; Sheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; McKeesport-Pittsburgh, Pa., ch. 4; Beaumont, Tex., ch. 6.

IN COURT 7

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 10; Fresno, Calif., ch. 12; Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 12 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

MEMORANDUM OF AGREEMENT made by and between EDWARD PETRY & COMPANY INC., a corporation organized under the laws of the State of New York, having its principal office in New York City, hereinafter designated REPRESENTATIVE, and SOUTHERN EQUIPMENT COMPANY, a corporation organized under the laws of the State of Texas, having its principal office at San Antonio, Texas, hereinafter designated RADIO STATION,

W I T N E S S E T H :

WHEREAS, the REPRESENTATIVE is engaged in the business of representing radio stations in the solicitation of advertising;

WHEREAS, the RADIO STATION is the owner and operator of radio station W O A I located at San Antonio, Texas.

NOW, THEREFORE, in consideration of one ($1.00) dollar each to the other in hand paid by the parties hereto, receipt whereof is hereby acknowledged, and in [illegible] mutual agreements [illegible]:

The RADIO [illegible] as its sole and exc[illegible] solicitation of adve[illegible] are not located in t[illegible] RADIO STATION is loca[illegible] herein as "Foreign Ad[illegible] Advertisers".

The [illegible] of day [illegible] April, 1933, [illegible] said appointmen[illegible] conditions and for the f[illegible] poses.

The REPRESENTATIVE agrees to give its best efforts for the purpose of procuring persons, firms and corporations

The greatest contract we ever signed!

Congratulations and best wishes to the Petry "family".

WOAI 1200 KC
WOAI-TV CHANNEL 4
SAN ANTONIO, TEXAS

CONGRATULATIONS

Edward Petry & Co.

For Representing

ILLINOIS' 2nd BIG MARKET

PIMITEOUI*

*Old Indian word for Peoria area meaning "land of plenty."

TOP AREA!

TOP SHOWS!

TOP POWER!

TOP TOWER!

TOP COVERAGE!

Outside Chicago, Metropolitan Peoria leads in population (284,800) . . . consumer spendable income ($516,870,000) . . . total retail sales ($386,231,000) (SRDS est., 7/1/56)

"Pimiteoui" is 100% UHF . . . and WTVH reaches out even beyond its boundries to 18 industry-rich, farm-rich counties . . . with both CBS and ABC . . . 14 of the top 20 shows (ARB 11/56) . . . 500,000 watts from a 660-foot tower.

Senate Group to Hear FCC on Tv Allocations

THE FCC will go before the Senate Interstate & Foreign Commerce Committee at 10 a.m. March 5 to explain the "progress" it has made and "its expectations as to future developments in the allocations field."

Announcement that tv hearings would be resumed on that date was made last Tuesday by committee Chairman Warren G. Magnuson (D-Wash.), who said he felt it important that the FCC advise the committee of its progress and expectations in tv allocations.

Sen. Magnuson noted that members of the committee or staff may well have questions in "other related fields." In announcing resumption of hearings, he drew attention to the committee's interim report, issued last July 23, in which the Senate group said:

"That it will follow very closely the Commission's progress toward achievement of both its interim and long range proposals and that it would call for periodic reports as to such progress."

The interim report [B•T, July 16, 1956] generally supported the FCC's plan offered in late June [B•T, July 2, 1956] for studying the feasibility of a long-range move of all tv to uhf, research on improving uhf equipment, stimulation of manufacture of all-channel sets through tax relief and intermediate selective deintermixture and other proposals.

FCC Grants Cp's for Stations In Casper, Wyo., Florence, Ala.

CONSTRUCTION permits for a new vhf station in Casper, Wyo., and a uhf in Florence, Ala., were awarded by the FCC last week. The Casper grant had been recommended earlier in an initial decision, after the only contesting applicant dropped out [B•T, Jan. 21].

Donald Lewis Hathaway, owner of KSPR Casper, received the grant for ch. 6 there. He will operate with 12.9 kw visual power and spend approximately $147,375 on construction.

Florence ch. 41, went to Television Muscle Shoals Inc. The new station, to cost about $76,376 to construct, will use 15.8 kw visual power. Richard B. Biddle, controlling stockholder of WOWL Florence and 25% owner of WGAD Gadsden, Ala., owns 25% of Television Muscle Shoals. Also 25% owner is Radio Muscle Shoals, applicant for a new am in Huntsville, Ala., and owned by WOWL-WGAD principals. Other stockholders are Alabama businessmen.

Fort Worth, Tulare Sales Receive Approval of FCC

AMONG station transfers approved by the FCC last week were the purchases of KNOK Forth Worth by John W. Kluge and KVVG (TV) Tulare, Calif., by James Stacy, independent film producer.

Mr. Kluge purchased KNOK from Associated Broadcasters Inc. (John J. Flood Jr., president) for $220,000. The daytimer operates on 970 kc with 1 kw. Mr. Kluge is president-majority stockholder of KXLW St. Louis, WILY Pittsburgh, WKDA Nashville and WGAY Silver Spring, Md. He also owns 37% of WLOF Orlando, Fla., which he has contracted to sell to 15% owner Harris H. Thomson, and 37% of Mid-Florida Tv Corp., applicant for ch. 9 in Orlando.

Ch. 27 KVVG was purchased by Mr. Stacy from equal owners Joseph J. Justmann and M. B. Scott for $10,000 plus the assumption of approximately $300,000 in liabilities.

For other sale approvals, see FOR THE RECORD, Page 124.

Vhf Tax Boost Urged To Bring Uhf Equality

UHF operator Edward Breen, KQTV (TV) Fort Dodge, Iowa (ch. 21)—noting that the Treasury Dept. opposes the removal of the 10% federal manufacturer's excise tax from all-channel tv sets—has proposed that the tax on vhf-only sets be increased to 20% as "an easier way of obtaining a tax advantage for all-channel sets."

In a letter to fellow uhf broadcasters, Mr. Breen, president-general manager of KQTV, said, "With Congress facing the biggest peacetime budget in history it would appear that we are not going to be able to sell that tax reduction. The Treasury has come out firmly against it.

"So let's work with them."

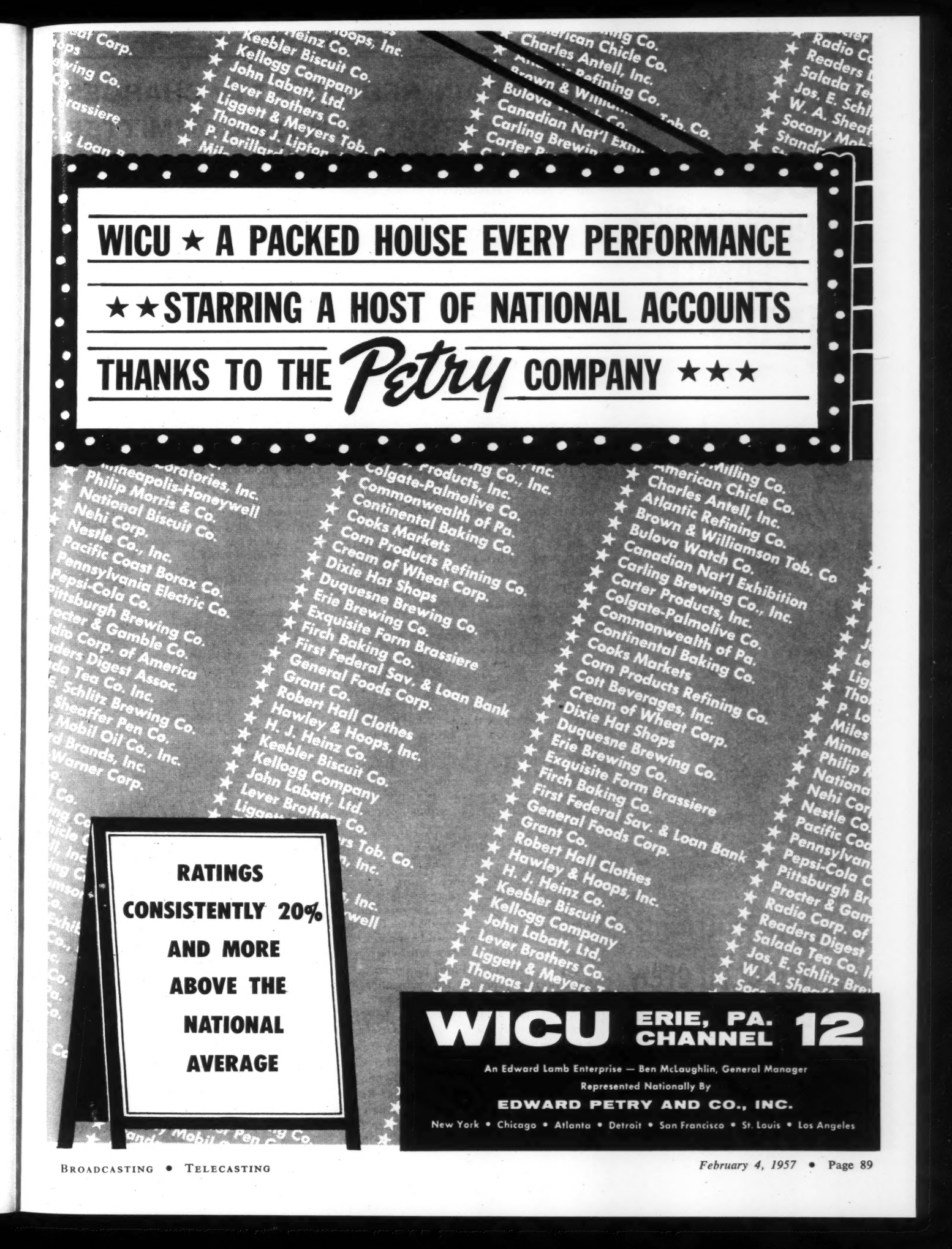
Mr. Breen said he had written his congressmen and both Iowa's senators and asked other uhf broadcasters to write theirs. "I already have the promise of support."

Rep. Merwin Coad (D-Iowa), who represents Iowa's 6th District in which KQTV is located, said he had received a request for help from Mr. Breen. He is studying "considerable material" on the proposal but has taken no action. He said he had discussed the problem with Mr. Breen and is studying a group of news items, tax bills and other material but any action is in the "preparatory stage," although he added that the FCC has issued a declaration of policy stating that something must be done to save uhf.

Spokesmen for Iowa Sens. Bourke B. Hickenlooper (R) and Thomas E. Martin (R) said they had received Mr. Breen's requests, but have taken no action, Sen. Hickenlooper's office noting that tax bills customarily originate in the House.

Whitney Nominated for Post

JOHN HAY (Jock) WHITNEY, financier and owner of broadcast stations, was formally nominated Tuesday as Ambassador to Great Britain. President Eisenhower had earlier indicated the appointment would be made [B•T, Dec. 31, 1956]. Mr. Whitney is to succeed Winthrop W. Aldrich, resigned. The Whitney interests last year paid $10 million for WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne-Waterloo, Ind. They own 90% of KGUL-TV Galveston-Houston and of KOTV (TV) Tulsa, as well as a number of community antenna systems in the Midwest. Mr. Whitney is a brother-in-law of William S. Paley, CBS board chairman.


WICU ★ A PACKED HOUSE EVERY PERFORMANCE
★★STARRING A HOST OF NATIONAL ACCOUNTS
THANKS TO THE Petry COMPANY ★★★
Keebler Biscuit Co.
Kellogg Company
John Labatt, Ltd.
Lever Brothers Co.
Liggett & Meyers Tob. Co.
Thomas J. Lipton, Inc.
Bulova Watch Co.
Canadian Nat'l Exhibition
Carling Brewing Co., Inc.
Carter Products, Inc.
Colgate-Palmolive Co.
Commonwealth of Pa.
Continental Baking Co.
Cooks Markets
Corn Products Refining Co.
Cream of Wheat Corp.
Dixie Hat Shops
Duquesne Brewing Co.
Erie Brewing Co.
Exquisite Form Brassiere
Firch Baking Co.
First Federal Sav. & Loan Bank
General Foods Corp.
Grant Co.
Robert Hall Clothes
Hawley & Hoops, Inc.
H. J. Heinz Co.
Keebler Biscuit Co.
Kellogg Company
John Labatt, Ltd.
Lever Brothers Co.
Liggett & Meyers Tob. Co.
Thomas J. Lipton, Inc.
Philip Morris & Co.
National Biscuit Co.
Nehi Corp.
Nestle Co., Inc.
Pacific Coast Borax Co.
Pennsylvania Electric Co.
Pepsi-Cola Co.
Pittsburgh Brewing Co.
Procter & Gamble Co.
Radio Corp. of America
Readers Digest Assoc.
Salada Tea Co. Inc.
Schlitz Brewing Co.
Sheaffer Pen Co.
Mobil Oil Co., Inc.
Warner Corp.
RATINGS CONSISTENTLY 20% AND MORE ABOVE THE NATIONAL AVERAGE
WICU ERIE, PA. CHANNEL 12
An Edward Lamb Enterprise — Ben McLaughlin, General Manager
Represented Nationally By
EDWARD PETRY AND CO., INC.
New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

CBS AGAIN REBUTS KTTV CHARGES MADE BEFORE SENATE COMMITTEE

CBS told the Senate Interstate & Foreign Commerce Committee last week that Richard A. Moore's refutation of CBS President Frank Stanton's testimony (which was a rebuttal of Mr. Moore's original charges that tv network practices conduce to monopoly) is erroneous.

The network filed two documents with the Senate committee last week. One was a 27-page point-by-point rejoinder to Mr. Moore's most recent charges [B•T, Jan. 28]. The other was a reply memorandum of law in answer to Mr. Moore's reply memorandum of law on the antitrust aspects of option time and must buy practices.

Mr. Moore is president-general manager of independent ch. 11 KTTV (TV) Los Angeles. He made his attack on tv network practices—particularly option time and must buys—last March in an appearance before the Senate committee.

Mr. Stanton, who appeared before the Senate investigators last June, rebutted Mr. Moore's charges. Mr. Moore's comments on Mr. Stanton's testimony were supplied to the Senate group last fall.

In its counter rebuttal to Mr. Moore's refutations, CBS made these points among others:

• That KTTV erred in making some of its points, that it misquoted or misapplied some of CBS' answers.

• That KTTV's allegations of network "straddling" practices were erroneous since stations have the right to refuse programs which run past option time. Straddling, according to Mr. Moore, is a network practice where a program begins in option time but continues past that period. This extends network time on an affiliate beyond the agreed-on time, according to Mr. Moore.

• That KTTV's charge that syndicated film producers were cutting back on programs because networks were pre-empting good station time was "erroneous or at the least misleading."

Contracts With Screen Gems

According to CBS, KTTV claimed Screen Gems was dropping three shows formerly produced for network broadcast; in fact CBS said one is still on CBS-TV network and the other two are still being syndicated. CBS also said that Screen Gems recently announced it intends to produce 18 new film series.

KTTV said Guild Films produced or offered no new programs for syndication during 1956, CBS said. This is incorrect, CBS stated: Guild Films is offering two new shows currently, *Capt. David Grief* and *Kingdom of the Sea.*

KTTV stated that National Television Associates is presently offering only one new series, CBS declared. This is wrong, the network said; NTA is offering three new film series, *Sheriff of Cochise, Lili Palmer Theatre* and *Combat Sergeant.* NTA recently announced, CBS said, that it intends to produce 10 new series.

KTTV claimed that Television Programs of America said it was producing or offering no new programs for syndication. This is in error, CBS averred: It is currently offering *Hawkeye* and *the Last of the Mohicans;* and has announced plans to produce five new film series.

Hal Roach planned a 1956 series called *Blondie* which was, according to KTTV, abandoned, CBS asserted. "KTTV thus implies that it was abandoned because of time clearance problems," CBS said. The network declared that of the 12 markets where CBS Television Spot Sales then represented stations, nine offered time, two were not on the advertisers' lists and only one did not offer availabilities. Actually, CBS said, the advertisers (Wesson and Sunkist) could not come to terms with Hal Roach.

The implication made by KTTV that Ziv is ceasing to produce programs for syndication, CBS said, is contradicted by the Ziv announcement that it intends to produce 10 new series. This also goes for Official Films, CBS said; it has announced its plans to produce two new series.

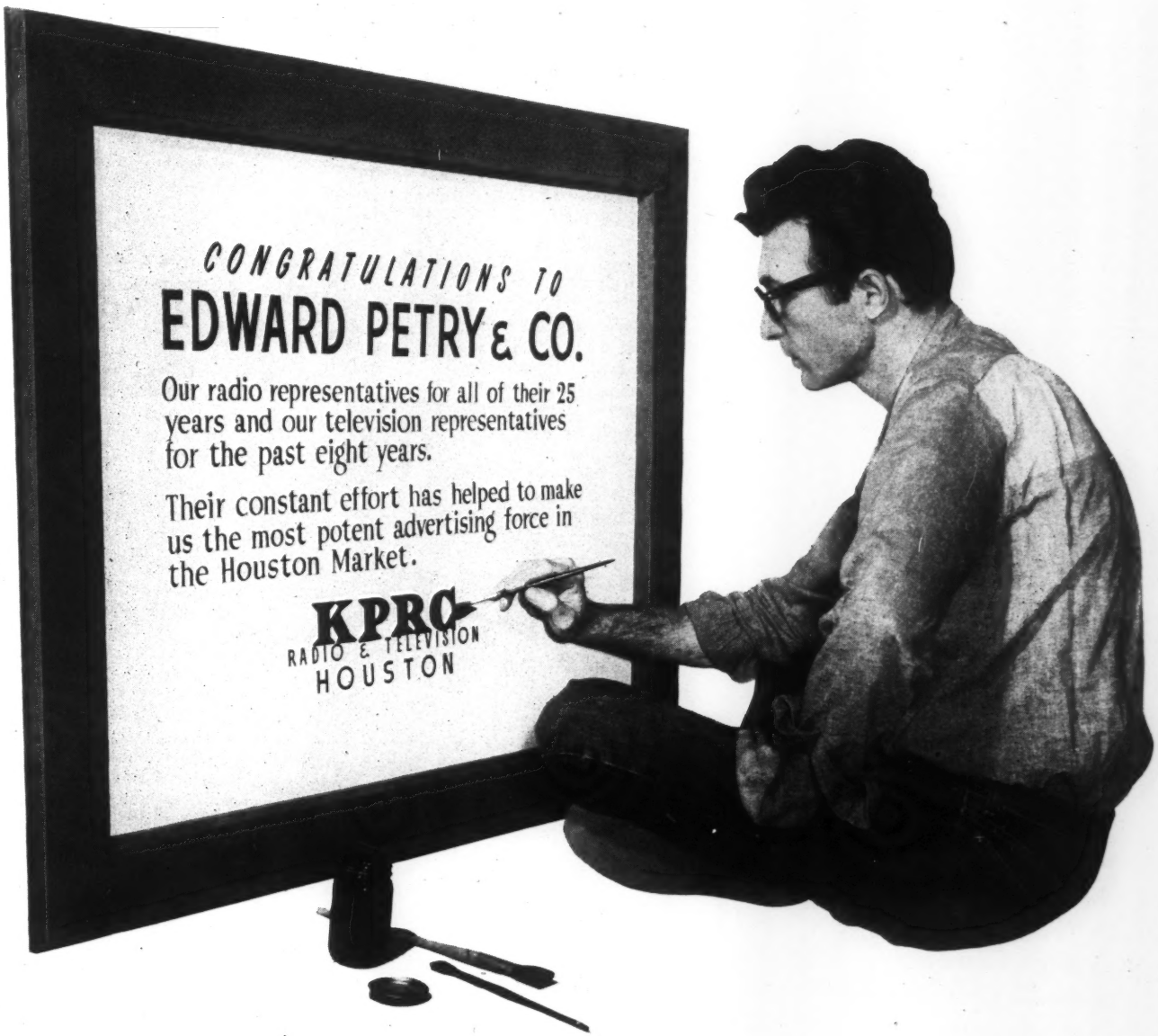
Error Charged

KTTV's claim that CBS Television Film Sales Inc. released no syndicated programs in 1956 is in error, CBS declared. CBS-TV Film released four film series for syndication and one for national spot in 1956. Two new series have already been released in 1957 and others are being planned.

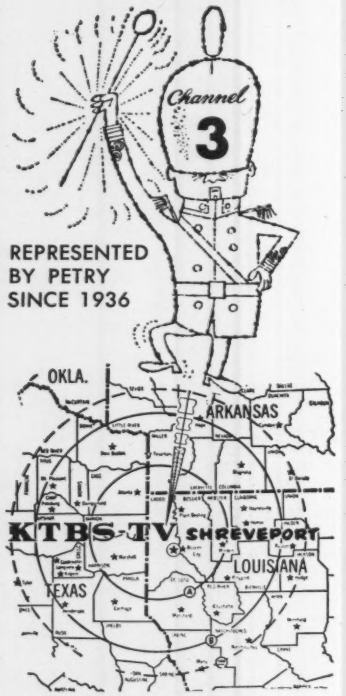
CBS said that there were 16 new syndicated series released in 1956 compared to 15 in 1955 and that the total half-hour series syndicated in 1956 totaled 240 compared to 170 in 1955. CBS also said KTTV did not include other companies in the syndication field. It added that Gross-Krasne has reportedly sold *O Henry Playhouse* in 65 markets for more than $1 million; that Walter Schwimmer reported a 40-market sale of the *Eddie Arnold Show* and the release early this year of *All Star Golf* (26 shows for $600,000 investment); that MCA-TV's *State Trooper* was sold recently in five markets to one advertiser with 100% Class A time clearance and in 71 other markets to another advertiser, with 91% Class A time clearance; and that Minot Tv produced *The Tracer* which premiered in the New York market last October. CBS mentioned that RKO Teleradio has announced three new properties for syndication: *Aggie, Sailors of Fortune* and *The Big Idea.*

CBS concluded this refutation of the attack with these words:

"This brief recital of facts belies the alleged 'sad state of television film syndication brought about by the effects of option time.' Furthermore KTTV has overlooked a number of factors which might cause a partic-


CONGRATULATIONS TO
EDWARD PETRY & CO.
Our radio representatives for all of their 25 years and our television representatives for the past eight years.
Their constant effort has helped to make us the most potent advertising force in the Houston Market.
KPRC
RADIO & TELEVISION
HOUSTON

NIELSEN* SURVEY
PROVES KTBS-TV LEADS!



*MONTHLY COVERAGE,
Homes Reached 136,860
A Bonus of 6,740 over Station B

*TELEVISION HOMES
in KTBS-TV Area 157,980
A Bonus of 13,120 over Station B

* N.C.S. No. 2, Spring 1956

KTBS-TV
CHANNEL 3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

ular producer or syndicator to discontinue production of an existing series, none of which is related to the option time provision. In the first place, the poor series, which were not sold for that reason, die automatically. Syndicated series have had a higher fatality rate because many were not up to the standard of competitive programs—many, for instance, had previously been offered but not sold to a network or national sponsor. Thus the syndicated film field has had a high percentage of inferior shows which would have failed regardless of time clearance. As to the good programs, they generally sell more than once in the same market. Producers depend on the residual value of re-runs to obtain the maximum profit from a series. When new shows are added to the series it is more difficult to sell the old ones and they face higher costs in producing the new ones than the old ones. It is profit to the producer or syndicator which is the deciding factor—not network option time."

Justifies Action

In its memorandum of law—prepared by its New York law firm of Cravath, Swain & Moore, CBS justified the legality of option time and must-buys as part of network practices.

"KTTV's entire attack on the option time provisions in the network's contracts with their affiliated television stations is built as a deceptively simple classic syllogism," CBS said. The syllogism is, CBS said: (1) block-booking is illegal *per se;* (2) option time is equivalent to block-booking; (3) therefore, option time is illegal *per se*.

CBS emphasized that it sells nothing to affiliated stations; it sells its composite network service to advertisers. Programming is only a part ("an unprofitable part, it should be noted") of CBS' service. CBS explained: "High quality, balanced programming," CBS believes, "stimulates television viewing and thus adds inducement to advertisers to purchase national television advertising, ultimately to CBS' benefit. It is upon this belief that CBS has acted in engaging in programming; what CBS seeks from its investment in programming is, not immediate return, but the creation and maintenance of a capital asset, audience, upon which may be founded an advertising business. Thus, the supplying of programs—however important, as CBS believes it is, to the attraction and maintenance of a television audience—is but a concomitancy of CBS' unique function, which is to make the many complex, large-scale arrangements required for national chain telecasting, including the engagement of simultaneous time over many stations comprising a national chain and the support of central broadcasting and national interconnection facilities. Its *business* is to sell the fused result as a national advertising medium to national advertisers."

CBS averred that in its opinion option time agreements were "eminently" reasonable and "mild."

As to block booking, CBS said that a minimum purchase rule is necessary to insure the use of its network facilities by advertisers.

FCC HEAD EXPLAINS MIAMI CH. 10 CASE

- **Says CAB didn't intervene**
- **Monroney, Bible hit back**

THREE members of the Senate Interstate & Foreign Commerce Committee's Aviation Subcommittee received an answer last week from FCC Chairman George C. McConnaughey to their letter regarding the possible grant of ch. 10 in Miami, Fla., to a subsidiary of National Airlines.

In a letter to Subcommittee Chairman A. S. (Mike) Monroney (D-Okla.), Mr. McConnaughey stated that the Commission had not sought an opinion from the Civil Aeronautics Board on the question of whether or not a tv grant should be made to an airline or its subsidiary. He also said the board had not attempted to intervene in the proceeding and that the FCC did not think it would be appropriate for the Commission, prior to the issuance of a decision in the case, to indicate its views as to whether such questions have been properly raised on the record.

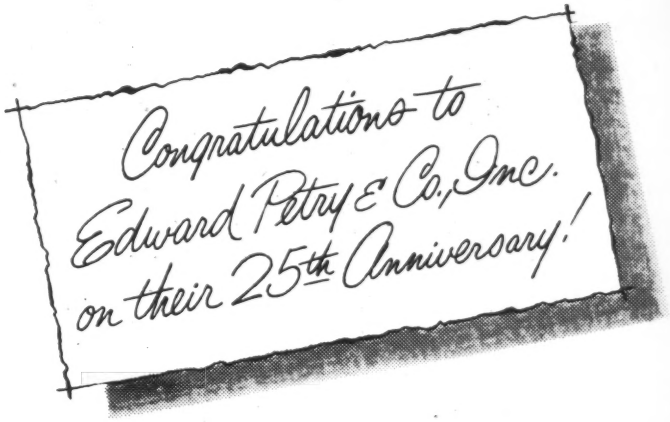
Original Grant Queried

Sen. Monroney originally questioned a possible grant to Public Service Inc., National subsidiary, in a letter dated Dec. 28, 1956, because certificated airlines "are granted guarantees of a fair return on their investment," and asked that the FCC defer action on the case. Mr. McConnaughey's answer to this letter was unsatisfactory to Sens. Monroney, Alan Bible (D-Nev.) and Frederick G. Payne (R-Me.), subcommittee members. They promptly wrote a second letter to the FCC chairman. Mr. McConnaughey's answer, dated Jan. 30:

Dear Sen. Monroney:

This is with further reference to your letter of Dec. 28, 1956, and will acknowledge your letter of Jan. 22, 1957, concerning the possible grant of television licenses to a certificated airline or its wholly owned subsidiary. In these letters you raise questions with respect to the impact of such a grant upon aviation policy matters over which the Aviation Subcommittee of the Interstate & Foreign Commerce Committee has cognizance. You request information as to "(1) whether the matter of public policy has been considered by the Commission as to such ownership, and (2) whether the advice or an opinion, was asked of the Civil Aeronautics Board as to the effect of such ownership upon certificated airlines."

As you have indicated, the only instance in which the Commission has been called upon to consider an application for a television license by a certificated airline or its subsidiary is with respect to the application of Public Service Inc., a wholly owned subsidiary of National Airlines, for ch. 10 in Miami, Fla. The issues which have been designated for hearing in the proceeding make no specific reference to the policy question discussed in your letters. None of



WGN-TV in

November, 1956, enjoyed the largest gross billing in the 9-year history of the station!

Here are some reasons why!

WGN-TV enjoys the largest feature film audiences in the nation's second largest market!

WGN-TV has more and better feature film product available for sponsors than any other Chicago station—the finest product of three major Hollywood companies: Warner Brothers, Columbia and 20th Century Fox!

WGN-TV has the highest rated daytime participation shows in Chicago! WGN-TV has most of the best syndicated features available for sponsors in Chicago!

AND WGN-TV has exclusive rights to both the Chicago Cubs and White Sox daytime home games for the 10th consecutive season...this is Chicago's highest rated sports feature...and choice adjacencies are now available!

WGN-Radio in

November, 1956, enjoyed the largest gross billing in the 32-year history of the station!

Here are some reasons why!

WGN-Radio reaches more people than any other Chicago radio station... reaches more people than any other Chicago advertising medium!

WGN-Radio is THE Chicago station for (1) comprehensive news coverage, (2) outstanding special events, and (3) the most listened-to sports features!

WGN-Radio is the star personality station! Look at this lineup:

Pierre Andre	Jim Lounsbury
Frank Babcock	John Mallow
George Bauer	Pat McCaffrie
Bob Bell	Larry McDonald
Jack Brickhouse	Leslie Monypenny
Dick Coughlan	Lloyd Pettit
Harry Creighton	Wally Phillips
Dardanelle	Norman Ross
Ethel Davis	Paul Saliner
Virginia Gale	Steve Schickel
Eddie Hubbard	The Starnoters
Jim Johnston	Frazier Thomas
Vince Lloyd	Bob Trendler

Top drawer advertisers are buying WGN-Television and WGN-Radio!

WGN

TELEVISION—CHANNEL 9
RADIO—720 ON THE DIAL

The Chicago Tribune stations, Owned and Operated by WGN, Inc.

Midwest Office
441 N. Michigan Ave.
Chicago 11

Eastern Advertising Office
220 E. 42nd Street
New York 17

Also represented by
Edward Petry
& Company, Inc.

WHTN-TV

HUNTINGTON, West Va.

Congratulates

Edward Petry & Co.,

on its 25th anniversary and wishes it continued success

•
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•
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•
•
•
•

A COWLES STATION

Robert R. Tincher, General Manager

WHTN-TV

CHANNEL 13

A B C

316,000 WATTS

Huntington, West Va.

the parties to the proceeding has ever sought to enlarge the issues to encompass this question. The Commission has not sought an opinion from the Civil Aeronautics Board on this question, nor has the board attempted to intervene in the proceeding to state any position with respect to the matter.

It is our understanding, however, that certain questions have been raised by some of the parties during the course of the Miami proceeding as to the appropiateness of a subsidiary of a certificated airline becoming a licensee of a television station. However, since this matter is now pending before the Commission in its adjudicatory capacity, we do not think it would be appropriate for the Commission prior to the issuance of a decision in the case to indicate its view as to whether such questions have been properly raised on the record or, to the extent they may have been, their scope, relevance or ultimate disposition.

By direction of the Commission
George C. McConnaughey
Chairman

cc: Sen. George A. Smathers
Sen. Andrew F. Schoeppel

Sen. Monroney was not in Washington last Thursday and could not be reached for comment.

Apparent Winner of Boston V Challenged by Rival Newspaper

CHARGING the *Boston Herald-Traveler* with unfair business practices, the Globe Newspaper Co., publisher of *Boston Globe*, last week petitioned the FCC for permission to intervene in the Boston ch. 5 case. The Boston hearing was closed February 1955 and an initial decision favoring Greater Boston Tv Corp. was issued in January 1956.

The *Herald-Traveler* is one of four applicants for the channel and reportedly has received a 4-1 vote of approval by the Commission [B•T, Jan. 21] but announcement of this decision has not been made public. Other applicants for the vhf channel are Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs. A fifth applicant, (Boston) Post Publishing Co., is no longer an applicant.

Globe charged the *Herald-Traveler* with using its WHDH to give it an unfair advantage as a newspaper by "persistent efforts to eliminate the competitive situation now existing in the newspaper field in Boston"; threats against *Globe* that if the *Herald-Traveler* secured ch. 5 in Boston, it (*Herald-Traveler*) would use same "to injure the *Globe*" and "drive you (the *Globe*) out of business," and attempts by the *Herald-Traveler* to upset loan agreements secured by the *Globe*, thereby attempting to force a merger and eliminate the present competitive newspaper situation in Boston.

The petition stated that with the demise of the *Boston Post*, the *Globe* papers and *Herald-Traveler* papers are the only two Boston papers which compete directly with each other. The *Globe's* morning and evening circulation is 385,000 with a Sunday circulation of 440,000, compared to the *Herald-Traveler's* 400,000 daily circulation and 305,000 Sunday, the petition stated.

Davis Taylor president of the *Globe*, stated that Robert Choate, publisher of the *Herald-Traveler*, has repeatedly tried to affect a merger between the papers and stated that "if I get ch. 5 I may drive you out of business."

Army Names Maj. Cranston Radio-Tv Chief in PIO Division

NEW CHIEF of the Army's radio-television branch of its public information division is Maj. Robert Cranston, appointed Jan. 25 to replace Maj. Thomas B. Clagett, who has been reassigned to Oslo, Norway, for duty with NATO's Northern Command headquarters.

MAJ. CRANSTON

Maj. Cranston, a 16-year Army veteran who has served 12 years working in radio and tv activities, was the first Army officer to be designated television officer in the information field. He is again headquartered in the Pentagon, his second tour of duty there.

In his new post Maj. Cranston will direct all Army radio and tv activities and supervise its weekly tv series *The Big Picture*. Son of George Cranston, general manager of WBAP-AM-TV Fort Worth, Tex., he is married and has three daughters.

C-C Hoped for Tax Write-offs Of $3.4 Million in Bitner Buy

CROWELL-COLLIER hoped to realize $3,400,000 through tax write-offs if it could have purchased Consolidated Television & Radio Broadcasters Inc. [Bitner stations] for $16 million.

That is what Edward Elliot, senior partner of Elliot & Co., New York brokerage, told the Securities and Exchange Commission in testimony last week. Before establishing his own brokerage firm, Mr. Elliot was chairman of the finance committee of C-C.

That amount, together with an anticipated $6 million profit from bookselling, would have enabled the publishing firm to continue putting out its two magazines, *Collier's* and *Woman's Home Companion*. Both suspended publication late last year after the deal for the Bitner properties fell through [B•T, Nov. 26, 1956].

Mr. Elliot told the SEC that the publishing house, under the direction of President Paul C. Smith, sought to diversify its interests. Mr. Smith, through this policy, had created a climate of confidence, Mr. Elliot testified.

SEC is examining the private sale of $4 million in C-C debentures in an effort to learn if such sales were in violation of regulations since they had not been registered with the commission.

Mr. Elliot testified that the plans organized under the direction of Mr. Smith underscored a bright future for the company. National figures were informed of the de-

From one Pioneer to Another . . .

Congratulations!

It is a happy coincidence that WSM-TV, a telecasting pioneer, is scheduled to start telecasting from its new 1,379 foot tower (tallest in the Southeast) the same month that America's pioneer station representative, Edward Petry & Company, celebrates its twenty-fifth anniversary.

It is no coincidence that these pioneer organizations are associated. You can quickly find out how creative telecasting and creative sales representation can team up to solve your sales problems in the Central South. Just ask any Petry man to tell you how WSM-TV's new Tower increases the rich WSM-TV market and your potential penetration by almost one-third.

WSM-TV

Channel 4 Nashville, Tennessee
NBC-TV Affiliate
Clearly Nashville's #1 TV Station

IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO.,
National Advertising Representatives

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.

benture issue, even though the sale was private. Testimony in regard to purchase of the debentures brought out such names as Adlai E. Stevenson, Thomas E. Dewey, Louis B. Mayer, Samuel Goldwyn and Lowell Thomas. Records show Mr. Stevenson bought 500 shares of common stock at $8.35 on Nov. 30, 1954. He still holds the stock.

Lee Adresses Meeting On Crowded Spectrum

FCC COMR. Robert E. Lee told a group of non-broadcast radio users that a plan of geographical allocations (vs. block usage) might be the long-awaited answer to their burgeoning demands for more spectrum space. At present the FCC allocates blocks of frequencies for each individual service.

In a speech last week to the Special Industrial Radio Service Assn. convention in Hollywood Beach, Fla., Mr. Lee referred to the scheduled April 1 hearing on allocations above 890 mc as indicating FCC concern with the crowded spectrum. He said the question of an allocation study of assignments below 890 mc was being pondered, but whether this would be undertaken or not was still uncertain.

"There is considerable discussion of such a move within and without the Commission," Mr. Lee said. "The examination of the more crowded spectrum below 890 mc presents an extremely difficult administrative problem. While this should be no excuse, I hope that all will appreciate the limitations of our overburdened staff which, as a practical matter, must be given great weight . . ."

Although the geographical assignments of frequencies would raise problems (need more funds, more personnel), Mr. Lee said he favored such a move. "I am finding it increasingly difficult to explain why a steel company in a large community, desperate for additional frequency space, cannot use a frequency assigned, let us say, to the forest service in an area where there are no trees."

Among other methods which Mr. Lee favored in order to ameliorate the tight frequency problem of non-broadcast users were (1) narrowing channel widths; (2) moving certain services to higher bands and (3) more use of shared channels.

FORMER FCC Comr. Frieda Hennock was hostess at a luncheon honoring the wives of present commissioners last Monday in the private offices of House Speaker Sam Rayburn of Texas. Pictured at the luncheon (l to r): (seated) Mrs. George McConnaughey, Mrs. John C. Doerfer, Mrs. Robert T. Bartley, Mrs. Rosel H. Hyde, Mrs. Richard Mack; (standing) Mrs. Paul Walker, wife of the former FCC chairman; Miss Hennock, and Mrs. Edward Bartley, mother of Comr. Bartley and sister of Speaker Rayburn.

Triangle Seeks FCC Permit For Tv Experimental Station

REQUEST for authority to construct and operate a tv experimental station has been filed with the FCC by the radio-tv division of Triangle Publications Inc. Triangle proposes to spend $60,000 to build the station in Johnstown, Pa., using ch. 10, 150 watts and a tower not to exceed 100 ft. above ground to rebroadcast the signal of Triangle's ch. 10 WFBG-TV Altoona, Pa.

Johnstown is 28 miles from Altoona, normally within the Grade A contour of WFBG-TV, but most areas of the city cannot receive the station because of the rough terrain, according to Triangle. With the experimental station, Triangle hopes to prove "the feasibility and reliability of vhf co-channel amplifying transmitters, particularly when used to remedy coverage deficiencies within a station's Grade A contour," the application stated.

Johnstown stations now on the air include ch. 6 WJAC-TV and ch. 56 WARD-TV. Triangle also owns WFIL-AM-FM-TV Philadelphia, WNBF-AM-TV Binghamton, N. Y., WNHC-AM-FM-TV New Haven, Conn., 50% of WHGB Harrisburg, Pa., WFBG Altoona and its purchase of now dark WLBR-TV Lebanon, Pa., is the subject of a protest hearing.

Three New Am Grants Made Last Week by FCC

THREE new am grants were made by the FCC last week. Permittees:

Orlando, Fla.—Orlando Radio & Television Broadcasting Corp., 1270 kc, 5 kw daytime. Principals (Emil Arnold-president-50%, Robert E. Wasdon 25% and Jack Siegel 25%) are associated in ownership of WMFJ Daytona Beach and WALT Tampa, both Fla., and WINN Louisville, Ky.

Diboll, Tex.—Arthur Temple Jr., 1260 kc, 1 kw day. Mr. Temple is a local businessman.

Quincy, Wash.—Quincy Valley Broadcasters, 1370 kc, 1 kw day. Donald R. Nelson employe of KRIV Camas, Wash., owns 65% of Quincy Valley. Richard C. Singleton and L. D. Adcox, also KRIV employes, own 15% and 10%, respectively.

Hearing Set on Phoenix Grant; Poole Claims Contract Breach

FCC last week ordered a hearing on the charges that the owners of KEUQ Phoenix, Ariz. (1 kw on 740 kc), breached a contract with John Poole Broadcasting Co. [B•T, Jan. 7]. The Commission also stayed the Dec. 1956 grant to KEUQ.

John Poole Broadcasting Co. alleged that it was ready to file an application for the same Phoenix facilities late last fall but did not do so when an agreement was reached with KEUQ principals. Poole claimed this was never honored after the FCC granted the KEUQ application.

The Commission ordered the hearing into the facts of the alleged agreement, the character and financial qualifications of KEUQ.

TQN
SALUTES
EDWARD PETRY & COMPANY
on its
25th Anniversary
TEXAS QUALITY NETWORK
WFAA DALLAS 820-570 | KPRC HOUSTON 950 | WOAI SAN ANTONIO 570
NATIONALLY REPRESENTED BY
Edward Petry & Company

We Salute the

first

Station Representative in America who is still the

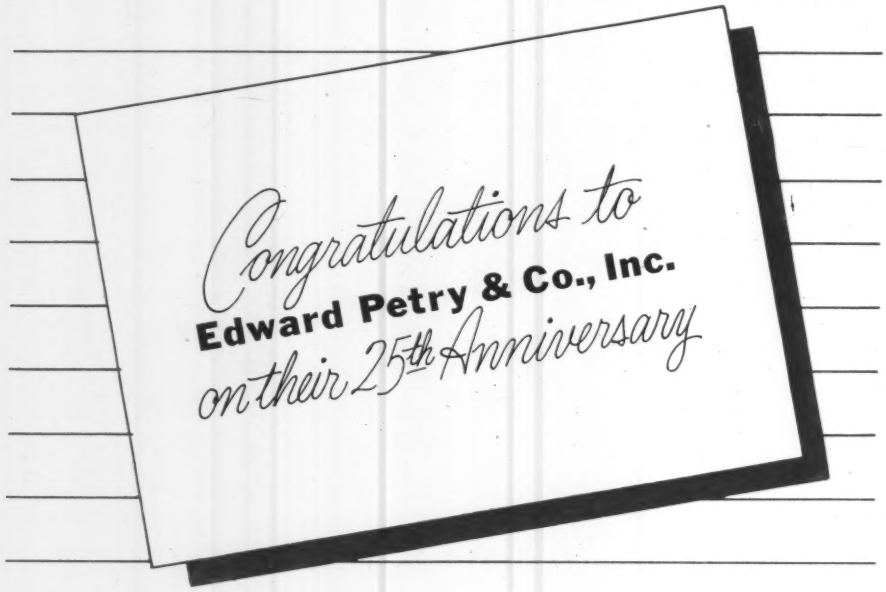
first

Station Representative in America!

WTVD *Channel 11*
Raleigh-Durham, North Carolina

Represented by

Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST LOUIS



WE ARE INDEED PROUD
TO BE ASSOCIATED
WITH THE LEADER
IN THE FIELD OF
STATION REPRESENTATION

KOTV channel 6 CBS
TULSA
BASIC CBS AFFILIATE

Antitrust Group Gets Figures From ASCAP

ASCAP credits for copyrighted music performances on radio in 1955 accounted for 84.05% of performances in 1955 and 89.64% of performances on television, according to information furnished the House Antitrust Subcommittee last week by Herman Finkelstein, representing ASCAP.

The non-ASCAP proportion of credits, excluding works in the public domain, for radio was 15.95% and for tv 10.36%, Mr. Finkelstein reported, replying to a request by Sam Pierce Jr., associate counsel for the subcommittee. The House group, which held hearings in Washington and New York last year on alleged monopoly among the tv networks, plans to issue a report during the latter part of this month.

Also entered in the record was material from Rosenman, Goldmark, Colin & Kaye, representing BMI—accused by ASCAP witnesses last September of working to keep ASCAP music off the air to the benefit of BMI performances.

Noting the ASCAP witnesses, Stanley Adams and Jack Lawrence, were not under oath at the September hearings by the House unit, RGC&K said they since have testified in a federal court in New York in the Songwriters of America suit against BMI—and have changed their tunes.

Transcripts Submitted

Transcripts of testimony by Messrs. Adams and Lawrence were submitted to support RGC&K's contention that the two would not confirm under oath in court the statements they made to the House subcommittee, headed by Rep. Emanuel Celler (D-N.Y.).

The testimony indicated Mr. Adams was unable to cite any instances of discrimination by BMI and broadcasters against ASCAP music. Mr. Lawrence was unable to name any publisher who played favorites against ASCAP and said he could name no ASCAP members who have "lost their touch" in selling their songs since the advent of BMI.

Mr. Lawrence also was unable to verify in his court testimony the dates and occasions when an "electronic curtain" had been drawn against ASCAP music. He could not cite any evidence that BMI had undergone a "money buildup," the testimony transcript indicated.

He also refused to verify statements made before the Celler subcommittee that RCA and CBS Records "controlled" such artists as Perry Como, saying his earlier statements were only opinions.

RGC&K also presented several court opinions to support their stand that BMI's structure does not violate antitrust laws, and is not illegal *per se*, as they said has been claimed by ASCAP counsel.

RGC&K presented figures on 1955 performances comparable to those submitted by Mr. Finkelstein and claimed that BMI music is played less by broadcasters than on juke boxes and private records.

to
Edward Petry
& company

for 25 Years
Outstanding Station
Representatives

Sales Representatives for . . .

KREM TV

Spokane's Outstanding TV Station

Channel 2 100,000 Watts

*for Audience Growth and Advertising Value**

abc
Affiliate

See November 1956 ARB

Defense Dept. Bans Servicemen From Commercial Radio-Video

MEMBERS of the Armed Forces are not to make commercially sponsored radio-tv appearances, according to a Dept. of Defense release which reiterates the department's policy of non-competition with civilian employment.

Pentagon approval is required for all appearances on national programs, except for individual appearances on audience participation shows.

Exceptions are as follows: a program observing a national holiday or dedicated to the Armed Forces; a program originating from a military location; a program which contributes to the services or the nation; informative programs.

Requests for approval should be submitted to Robert Tripp Ross, Assistant Secretary of Defense.

Radio-Tv Coverage Granted For Mayland Senate, House

RADIO and television have been given coverage rights to sessions of the Maryland Senate and House of Delegates. Under an amended rule (S Rule 85), admission to the floor is permitted "a reasonable number of representatives of radio and television broadcasting stations (together with necessary equipment) as determined by the president."

The step was taken after the Maryland-D. C. Radio & Tv Assn., of which Joseph L. Brechner, WGAY Silver Spring, Md., is chairman, had asked equal rights with other media in covering legislative sessions. Sen. Louis L. Goldstein, president of the Senate, notified Mr. Brechner of the action.

FCC Dismisses NABET Petition Against Dunkirk Buy of WFCB

FCC last week dismissed a petition by the National Assn. of Broadcast Employes & Technicians to intervene in the sale of WFCB Dunkirk, N. Y., by Dunkirk Broadcasting Co. (A. A. Schmidt) to James Broadcasting Co. (WJTN-AM-FM Jamestown, N. Y.) for $51,102.

The petition charged that Dunkirk had refused to bargain collectively with NABET and that the primary service area of WJTN and WFCB would overlap. NABET asked that it be made a party in interest and that Commission approval of the sale (granted Dec. 5, 1956) be stayed until Dunkirk agreed to bargain and enter into a written collective bargaining agreement. WFCB has been off the air since Oct. 15, 1956, because of a strike by the station's employes.

The Commission ruled that NABET had failed to show that the transfer would adversely affect it or cause it to be aggrieved, that the Commission was not an appropriate forum for the private labor controversy between WFCB and NABET and that there is no overlap of the 2 mv/m service contours of the two stations.

AFM Local President Sees Solution to Battle

POSSIBILITY that the battle between the American Federation of Musicians national organization and the members of AFM Local 47 in Hollywood over the disposition of record royalty fees and film re-use payments may be resolved within the federation rather than in the courts was raised Monday by Eliot Daniel at his installation as president of the Hollywood local.

"We believe that our problems can be solved within the framework of the federation and we intend to offer our full cooperation to that end," Mr. Daniel told the local's membership, reminding them that a similar offer of cooperation with the local has already been made by national officers.

Mr. Daniel and his fellow officers, who were elected in December for two-year terms [B•T Dec. 24, 1956], represent the local's rebellious element, who have resisted the trust fund payment policy both within the AFM and in the courts [B•T Nov. 26, 1956, *et seq*].

He said "that the concept of a residual right has been firmly established in the industry," has been recognized by AFM in extra fees to performing musicians when music from one medium is used in another.

"AFTRA has secured residual rights for its members, based not on a right that stems from common law but negotiated by them through contracts," Mr. Daniel said.

WRNL
RICHMOND, VA.

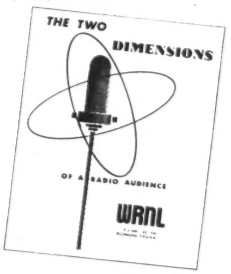
WELL REPRESENTED BY
Edward Petry & Co.
WITH 25 YEARS EXPERIENCE

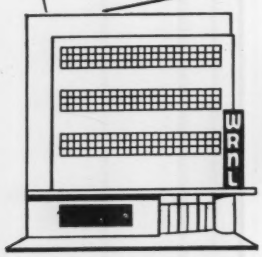
ADVERTISERS
EVERYWHERE

WELL PRESENTED TO RICHMOND FAMILIES BY
WRNL
WITH 20 YEARS OF QUALITY* PROGRAMMING

With a policy of quality programming WRNL enjoys the highest average income audience of all Richmond Radio Stations!

*Send today for our latest study and a new approach in audience evaluation . . . "THE TWO DIMENSIONS OF THE RICHMOND RADIO AUDIENCE." Prepared to help you place your message with families that have the buying power!





WRNL
RICHMOND, VA.
910 AM 101.2 FM

Charles Wright New Partner In A.D. Ring & Assoc. Firm

NEW PARTNER in the firm of A. D. Ring & Assoc., consulting radio engineers in Washington, D. C., is Charles S. Wright, a member of the company since July, 1948. The promotion was effective this Jan. 1.

MR. WRIGHT

With the firm Mr. Wright has participated in the planning and designing of standard broadcast, frequency modulation and television broadcasting facilities in the United States, and of U. S.-sponsored medium wave and short wave facilities overseas.

He has designed, adjusted and conducted "proofs of performance" of many critical directional antenna systems, both in this country and abroad, and also has conducted many field intensity surveys on fm and tv stations.

Mr. Wright is a registered professional engineer in the District of Columbia, and is a senior member of the Institute of Radio Engineers.

Phil Dean Assoc. Affiliation With Swift Assoc. Announced

AFFILIATION of Phil Dean Assoc., New York public relations firm serving various radio-tv stations, with the newly-organized industrial advertising-publicity office of Thomas P. Swift Assoc., was announced last week by the two major principals. Although under one roof—6 E. 39th St., New York 16—the two offices will retain their present corporate names.

The expanded operation will offer clients servicing in all phases of general public relations — tv, radio, industrial, financial, stockholder relations and advertising.

Mr. Dean, former NBC exploitation director and publicity head of WRCA-AM-TV New York, formed his own organization three years ago. Mr. Swift, former *New York Times* financial news writer had been with Bozell & Jacobs Inc., New York, as financial public relations director since 1955.

PROFESSIONAL SERVICE PEOPLE

Jack W. Mefford, advertising account executive, William Kostka & Assoc. Inc., Denver public relations and advertising consultants firm, elected vice president in charge of advertising. **Miss Sonia Skaritka,** office manager of Kostka, named assistant treasurer.

Lynn C. Wimmer, vice president in charge of public relations, Burton Browne Adv., Chicago, to *Hospital Administration,* quarterly journal published by American College of Hospital Administrators, as managing editor.

DeWard Jones, general manager, Art Franklin Inc., N. Y., publicity firm, joins Dine & Kalmus, same city, as general manager.

Congratulations

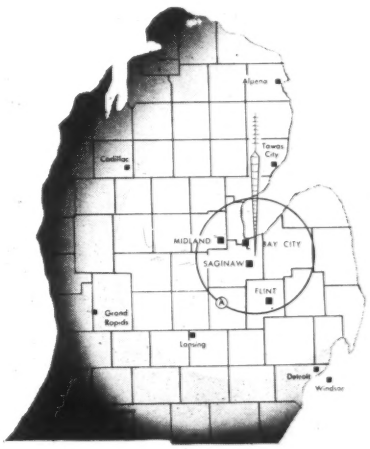
from the newest TV station in the Petry family

WNEM-TV

to the oldest TV Representative in America

EDWARD PETRY & CO., INC.

On Your 25th Anniversary



*1,060 ft.

- Full Power-Tall Tower*
- Flint Michigan's only grade "A" TV signal
- 2½ million people
- 4 billion dollar income
- 580,000 TV Homes
- Michigan's best buy -

See Your Petryman

CHANNEL 5 WNEM-TV

Offices in Flint, Saginaw, Bay City

NBC Gerity STATION abc

STATION SECTION *continues from page 74*

visor at WSVA-TV. **I. T. Lowe Jr.** to tv master control-transmitter supervisor and **Robert C. Jackson** named supervisor of microwave-remote communications facilities.

Robert S. Kieve, official, U. S. Information Agency and former member of President Eisenhower's staff, to WBBF Rochester, N. Y., as vice president-general manager.

Stan McIlvaine, business manager, San Antonio Missions baseball team, to WOAI-AM-TV, same city, as merchandising manager.

WHISKER DERBY

BEARDED and spurred might be the title for a promotion devised by WARL Arlington, Va.

The station is conducting a Whisker Derby to publicize a drive on behalf of the National Children's Rehabilitation Center for Retarded, Emotionally Disturbed or Epileptic Children in the Greater Washington area.

Offering $1,000 in cash prizes to the man growing the best beaver by May first, station has enlisted five judges from the Barbers Union in Washington, D.C., including the President's barber. The idea is for listeners to leave off shaving, or leave on stubble until the center is recognized and established.

Clyde E. Cantrell, controller, C. C. Anderson Dept. Store, Twin Falls, Idaho, to KLIX-AM-TV, same city, as business manager.

Ralph Radetsky, Ford Foundation, N. Y., to KOA-AM-TV Denver, as assistant general manager and tv station manager.

MR. RADETSKY

Stuart H. Barondess, account executive, WTVJ (TV) Miami, to KCUL Ft. Worth, Tex., as national sales manager for Dalworth Broadcasting Co. (KCUL, WMIE Miami, WWPG Palm Beach) throughout the southwest.

Joe Klaas, former account executive with Seattle radio-tv stations and author of *Maybe I'm Dead,* appointed sales manager of KCSB San Bernardino, Calif. **Fred McManus,** formerly with WAHR Miami Beach, Fla., and WITV (TV) Ft. Lauderdale, Fla., joined KCSB as salesman and announcer.

Jimmy Gibbons, WMAL Washington morning disc jockey and sports announcer, to WOL Washington as morning announcer, effective March 4.

Bob Lundquist, program director, WIKK and WICU (TV) Erie, Pa., named commercial manager of both stations. **Joseph Laconi,** assitant program director, succeeds him.

Bruce Johns, promotion director, WTVN-TV Columbus, Ohio, to WCHS-AM-TV Charleston, W. Va., in similar capacity.

John Gregory, newsman, WALL Middletown, N. Y., to *Newburgh News,* Newburgh, N. Y., as reporter. **Bert Shane,** news director, WDLC Port Jervis, N. Y., succeeds Mr. Gregory.

Ronald Maines, film supervisor, WNBF-AM-TV Binghamton, N. Y., named to newly created post of operations supervisor for both stations.

Robert C. Richards, KCRG Cedar Rapids, Iowa, returns to WMAL Washington as account executive. He formerly served there in same capacity.

Larry Wynn, formerly sales manager, WABC-TV and WABD (TV) New York, to sales staff WATV (TV) Newark, N. J., as account executive.

John Warner, former school teacher and insurance salesman, joins sales department of WCYB-TV Bristol, Va.

Louis Barile, disc jockey, WKAL Rome, N. Y., to WIBX Utica, N. Y., effective Feb. 11, succeeding **Dave Scott** who has joined WLW Cincinnati.

Maxine Barrat joins WCKT (TV) Miami as mistress of ceremonies on *Late Weather Show.*

Nothing—
but nothing
outsells
good old radio!

. . . Ask Edward Petry and Company, 25 years old this month . . . they've increased national sales on WIP **98%** since 1948. HAPPY BIRTHDAY!

WIP
610 KC
PHILADELPHIA

OKLAHOMA CITY'S Local Federal Savings & Loan Assn. begins its 20th year of advertising with WKY that community as the sponsor of the station's 5 p.m. news. Signing the new contract is H. H. Harrill, vice president and general manager of the association. With him: Lowe Runkle (l), president of Lowe Runkle Adv. Agency, which represents the savings and loan association, and Eugene B. Dodson, WKY's acting manager.

Bob Stovel, formerly manager of S. F. office of *Collier's,* to KHJ-TV Los Angeles as account executive.

Leon Dolnick, WITI-TV Milwaukee promotion director, to account executive on station's sales staff. He is succeeded by

Lawrence Turet, formerly producer-director with Weir Assoc., N. Y.

Fred H. Elliott Jr., sales manager, WELM Elmira, N. Y., to KDKA Pittsburgh as account executive.

Kirk Jackson, traffic manager, J. L. Stifel Co., to WTRF-TV Wheeling, W. Va., as account executive.

James V. Malloy, Bill Sturm Studio, N. Y., to WJAR-TV Providence, R. I., as account executive.

Wendall Siler, general manager, WRAD Radford, to WDBJ-TV Roanoke, both Va., as account executive.

Jon Holiday, KTHS and KTHV (TV), both Little Rock, Ark., to KXLR North Little Rock, to direct newly-formed news and public affairs department.

Cal Tinney, veteran news commentator-author-lecturer, to WNBF-AM-TV Philadelphia, as director of news department.

Ronald Maines, film supervisor, WNBF-TV Binghampton, N. Y., named operations supervisor for WNBF-AM-TV.

Warren Bullis, formerly program manager of KTAG (TV) Lake Charles, La., and announcer for KSWS-TV Roswell, N. M., to WFIE (TV) Evansville, Ind., as announcer-director.

Richard Reeves, recently released from service, to WWVA Wheeling, W. Va., as announcer.

Lester L. Lehigh Jr., WMVA Martinsville, to WDVA Danville, both Va., as announcer.

THE PERRY STATIONS

extend their

Heartiest Congratulations

to

The Edward Petry & Co.

on its

25th Anniversary

5

THE PERRY STATIONS

1	WJHP AM/FM/TV	*Jacksonville*
2	WCOA	*Pensacola*
3	WTMC	*Ocala*
4	WDLP	*Panama City*
5	WESH-TV	*Daytona Beach*

RADIO STATIONS REPRESENTED BY: JOHN H. PERRY ASSOCIATES

TV STATIONS REPRESENTED BY PETRY

available in sections

THE

sesac

TRANSCRIBED LIBRARY

COLISEUM TOWER • NEW YORK 19

send for prepaid audition discs

BETTER BALANCED MUSIC PROGRAMMING

Russell W. Holcomb, Mgr. of WCEN, Mount Pleasant, Michigan writes:

"SESAC provides the balance for our music programming that is needed to complete our "sound". WCEN programs music to bring "recall" to its audience more than "escape". Consequently, old favorites are much needed in our library along with recent popular releases.

"But the other facet of balanced music programming is novelty, as well as country and serious music. It's here that SESAC serves WCEN best; the "C" section is wonderful for our serious segments . . . the other sections give me the novelty and country music I need to complete my library.

"It seems to me the radio listener, without always knowing it "feels" more friendliness, companionship and appreciation for, say, a musical afternoon, if SESAC is the balancing factor."

STATIONS

Bill Baldridge, executive vice president, Euclid Chamber of Commerce, Cleveland, to WGAR, same city, as publicity director, succeeding **Bob Robertson,** resigned to go to California.

Hugh Brundage, freelance newscaster and announcer, to KMPC Los Angeles as news director. He succeeds **Harry Golder,** resigned.

Jack East, formerly on advertising staff of *Colorado Springs* (Col.) *Gazette-Telegraph*, to KKTV (TV), same city, as public relations-promotion director.

Ted Milligan, parttime student director, WCET (TV) Cincinnati, appointed fulltime producer-director.

Edwin M. Steckel Jr., recently discharged from service, rejoins WTRF-TV Wheeling, W. Va., as producer-director.

Bill Travis, WAIT Chicago, returns to sales department of WJJD, same city.

Cliff Curtis, sales head of *Woman's Home Companion,* to KFWB Los Angeles, sales promotion-research department.

Bruce Lansbury, KABC-TV Los Angeles, floor director, named program coordinator.

Fred Gale, WPIK Alexandria, Va., to WWDC-AM-FM Washington, announcing staff, succeeding **Dick Lawrence,** resigned.

Sid Lasher, KTVX (TV) Muskogee, to KOTV (TV) Tulsa, both Okla., announcing staff.

John Wolfe, WLAC-TV Nashville, Tenn., to WSM-AM-TV, same city, announcing staff.

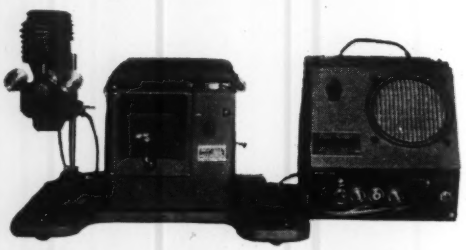
Jim Warren, S. F. free lance announcer, to KFMB-TV San Diego.

George R. Kendall to WJR Detroit news staff.

MISS CARITA BLUM, president of the Valley Forge Distributing Co., signs a contract for sponsorship of the first of a series of "live" in-studio bowling shows to be telecast over WMAL-TV Washington. With Mrs. Blum (l to r): Fred Houwink, general manager of WMAL-TV; Alvin Epstein of Epstein Advertising, and Jules Huber, account executive for WMAL-TV. The new series, entitled *Duckpin Derby,* will be seen Friday nights starting Feb. 1.

EVERYTHING

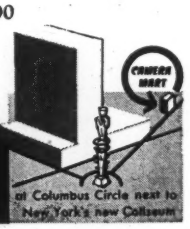
FOR MOTION PICTURE AND TELEVISION PRODUCTION



NEW CAMART DUAL SOUND READER

- Edit single and double system 16mm or 35mm optical sound!
- Edit single system Magnastripe or double system magnetic sound!
- Use with any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track!
- Works from left to right or right to left!
- Optical Model, $195.00 • Magnetic Model, $185.00

For descriptive literature, write



the CAMERA MART inc.

1845 BROADWAY (at 60th St.) NEW YORK 23 • PLaza 7-6977 • Cable Cameramart

at Columbus Circle next to New York's new Coliseum

THROGBOTTOM! What does it take to remind you—
"Scotch" is a brand name for tape!

Pardon us for beating our own drum if we ask you to respect our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

ST. PAUL 6, MINNESOTA

TUCSON

KTKT

TOPS!

In a current Tucson Radio *Survey, comprising a total of 72 quarter-hours, KTKT led as follows:

KTKT led in.....58
KTKT was 2nd in....14
Station A led in.....7
Station B led in.....7
Station C led in.....0
Station D led in....0

*Pulse—October, 1956

ASK FORJOE

TUCSON'S MOST POPULAR RADIO STATION
ARIZONA'S MOST POWERFUL RADIO STATION

10,000 WATTS

THERE'S ONLY ONE LEADER...
KXLF-TV4 MONTANA
THE CONTINENTAL DIVIDE STATION, BUTTE

KGGF DIALS ITS SPOTS

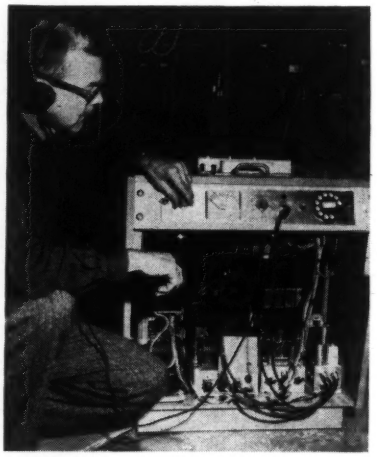
A NEW WRINKLE in station automation by the do-it-yourself method has been devised by Don V. R. Drenner, of the engineering staff of KGGF Coffeyville, Kan. Mr. Drenner has constructed a tape recorder machine, operated by push-buttons, to make and play back a series of one minute spot announcements.

Mr. Drenner reports the machine will perform the following functions: Forty-five one minute announcements are recorded on tape at the conventional 7.5 inches per second speed. Each announcement is assigned a code, consisting of two tone bursts of one half second each. The tone code, however, is recorded at 45.0 inches per second speed. Following each announcement, a single tone code is recorded, at 7.5 inches per second speed.

The code for each announcement is selected by telephone dial. The stepping relays associated with the dialing system select a series of any two Parallel T networks, which are part of the dual selective amplifiers controlling the machine. When the code is dialed, the machine automatically switches to the search, or 45.0 inches per second speed.

A digital read-out counter tells the operator whether to search forward or in reverse to find the particular spot he has dialed. The machine searches until it has found the spot whose code has been dialed and then stops. Upon stopping, the speed is automatically reduced to the 7.5 inches per second playback speed. In addition, when searching, the output of the machine is automatically switched from the station's audio input facilities and restored only when the machine stops at the spot dialed.

The machine will search at the high speed either forward or in reverse. The usual facility of editing by fast-forward or fast rewind is also possible, without stopping the tape. Thus, it is possible to shuttle the tape back and forth and edit a single word.



DON V. R. DRENNER, the KGGF Coffeyville, Kan. engineer, tests the machine he devised and built.

All functions are interlocked, so the machine will perform only those functions dialed or selected. Search, play, record, etc., are all selected by using one push-button and the dial for any one operation.

Twenty-one relays, twenty tubes, four motors and miles of wire constitute the control functions of the machine. It is basically a hi-fi recorder-playback machine, with the addition of the dual speeds and the selector-control mechanisms.

The conventional one hour program may be recorded and played back. But the main function is to automatically select any one of forty five one minute spots.

An additional code is available which will start, or stop, another mechanism, such as a turntable or tape machine, for automatic unattended operation.

Frank Brink, recently arrived from Holland where he was active in radio-tv, to KWIZ Santa Ana, Calif., music department.

Bob Peterson, after year's leave of absence due to illness, returns to WHAP Hopewell, Va., as staff announcer.

Ben Larson, WOW Omaha, to WBBM Chicago announcing staff.

Bob Monroe, formerly with WCAM Camden, N. J., and WICO Salisbury, Md., to WAMS Wilmington, Del., as newscaster-disc jockey.

Earl Wells, chief news photographer-cameraman, WBTV (TV) Charlotte, N. C., elected vice president, Carolinas Press Photographers Assn., and **Lloyd Etters,** staff photographer for WBTV, named secretary of Charlotte Press Photographers Assn.

John Browning, general manager and part owner of WSPB, Sarasota, Fla., recuperating at Duke Hospital, Durham, N. C., after heart attack.

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

TRUSCON STEEL TOWERS

help keep your picture on the air

Damaging winds that find trees easy prey have little effect on rugged Truscon towers. In fact, on the east coast, where hurricanes have caused widespread destruction in recent years, *every Truscon tower has remained proudly erect, with no damage reported.*

We believe this kind of evidence is a tribute to our staff of highly skilled engineers who can offer you unmatched experience in tower design and construction.

Whatever your tower requirements — any height — guyed or self-supporting — tapered or uniform — for AM, FM, TV or Microwave — Truscon has the facilities to design and erect the tower you need, *right* from the ground up.

For complete information on Truscon Steel Towers phone or write any Truscon district office. Or call us direct at "tower headquarters" in Youngstown.

Send coupon for literature.

STATION WBAP-TV
Fort Worth, Texas
1113-feet tall

TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL
YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

A NAME YOU CAN BUILD ON

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 Albert Street, Youngstown 1, Ohio

Please send me latest catalog showing specifications and other details of Truscon Steel Towers.

Name_____ Title_____

Company _____

Address _____

City_____ Zone____ State_____

C-2912

EVERY IMPORTANT PHASE OF TV WILL BE COVERED

PROGRAM CLINIC DATES

NEW YORK CITY
(Biltmore Hotel)
MARCH 4 and 5

•

FORT WORTH
(Texas Hotel)
MARCH 4 and 5

•

CHICAGO
(Sheraton-Blackstone Hotel)
MARCH 7 and 8

•

ATLANTA
(Dinkler-Plaza Hotel)
MARCH 7 and 8

•

SAN FRANCISCO
(St. Francis Hotel)
MARCH 11 and 12

Come to the BMI TV CLINIC nearest your city for a profitable exchange of ideas and experiences on program and operational problems.

Each two-day clinic will feature talks by qualified TV men on vital TV subjects. And you'll participate in Question and Answer periods as well as in full-scale bull sessions.

Watch for further announcements in the press and in the mail.

The BMI Clinics are presented as a Station Service. There is no registration fee.

BROADCAST MUSIC, INC.
589 Fifth Avenue, New York 17, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

OFFICIALS of the Mid South Radio Network and Everett-McKinney Representatives Inc., sign a contract by which the firm became national representative for one tv and seven radio stations in the Mid South network. At the signing are (l to r) Bob McRaney, general manager of the Mid South network and of WCBI-TV Columbus, Miss.; Joe Carson, station manager of WMOX Meridian, Miss., and Max M. Everett, of Everett-McKinney. The firm will represent WCBI-AM-TV Columbus, WELO Tupelo, WMOX Meridian, WAMY Amory, WROB West Point, WNAG Grenada and WROX Clarksdale, all in Mississippi. Dixieland Stations Inc. in Atlanta, Ga., will represent the Mid South network in the Southeast.

Murray Cox, farm editor, WFAA Dallas, named president of Dallas Agricultural Club.

Austin R. Dreisbach, WSAN Allentown, Pa., elected secretary of Food Industry Assoc. of Lehigh Valley.

Mark Olds, program manager, KYW Cleveland, father of girl, Nancy, Jan. 18.

Sam Zelman, news-special events director, KNXT (TV) Los Angeles, father of boy, Lewis, Jan. 17.

REPRESENTATIVE APPOINTMENTS

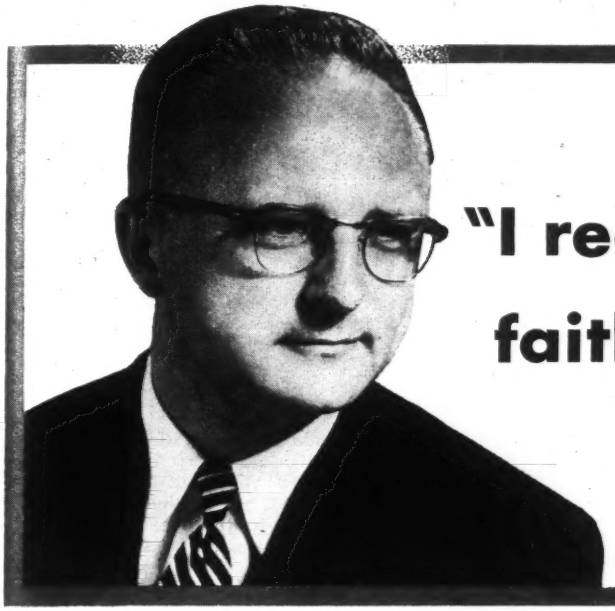
KNTV (TV) San Jose, Calif., appoints Weed Tv Corp., N. Y.

WBNL Boonville, Ind., appoints W. Donald Roberts, Chicago.

REPRESENTATIVE PEOPLE

Edward R. Theobald, previously with Blair & Assoc., to Venard, Rintoul & McConnell Inc., Chicago, as account executive, succeeding **Jack McWeeny,** who joins Edward Petry & Co., same city.

Ed Podolinsky, formerly regional advertising manager of Household Finance Corp., and **Andy Murphy,** previously public relations director for Pet Foods Div. of Quaker Oats Co., to Chicago sales staff of Weed Tv Corp.



"I read Ad Age faithfully every week"

says **GERALD C. SHAPPELL**
Advertising Manager
Sealy, Incorporated

"I find the only way I can keep up with what's new and news in this advertising business is to read Advertising Age regularly. Frankly, I don't think there is any other publication nearly so important to the average advertising man. I read it faithfully every week."

GERALD C. SHAPPELL

Production manager, copywriter, art director and advertising manager are highly responsible positions in any advertising office, but Mr. Shappell used them as stepping stones to his present position. Previously, he had positions with such leading department stores as Gimbel Brothers and Hecht Company.

At Sealy, Mr. Shappell supervises the national advertising campaigns and coordinates the advertising efforts of 31 individually owned Sealy plants throughout the U.S. and Canada. He is active in the Association of National Advertisers and is vice-president of Chicago's Advertising Executives' club.

Whether it's first-thing-Monday morning, Monday evening at home or later in the week—you can count on finding the executives who are important to you concentrating in one spot every week: Advertising Age. Keeping up with what's new in the advertising business is a vital necessity in marketing's picture today—not only for those who *activate*, but those who *influence* important market and media decisions.

Broadcast advertising has played an important role in Sealy's growth to one of America's largest manufacturers of bedding and establishing the well-known Posturepedic mattress. In tv alone, Sealy ranked 93rd among top spot advertisers, with an estimated expenditure of $595,000 during the first nine months of 1956.*

During the year, 52 paid-subscription copies of Ad Age keep Sealy executives informed on "what's new" in advertising. Further, *2600 paid-subscription copies—50 every week—serve the agency placing Sealy's advertising, Weiss & Geller.*

Add to this AA's over 35,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 131,000—and you recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

**N. C. Rorabaugh Co. for Television Bureau of Advertising*

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

IN THE PUBLIC INTEREST

Radio-Oriented Safety Program Submitted to Governors by MBS

MUTUAL Broadcasting System has released details of a three-point program sent for consideration to the Governors' Conference Committee on Highway Safety meeting in Washington.

The network drew up its suggestions after a four-week survey of its affiliates on their methods of obtaining information of road and traffic conditions. Richard J. Puff, MBS vice president for research and public relations, said the survey revealed "a paucity" of data from official sources on road conditions and traffic, though 95.6% of affiliates regularly broadcast road and traffic information, gathered from such diverse sources as telephoning officials in various states, a closed-circuit link established by affiliates in a particular region and from long-distance bus drivers.

Included in Mutual's program: a suggestion that governors take the necessary steps to expand available state police information on road and traffic conditions so that data may be made available on a more regional basis; make such information available regularly to interested radio stations and news services; sit in session with a representative broadcast group to effect a plan that would be practicable.

Mr. Puff pointed out that the increase of cars on the road and the construction of super-highways resulting in speedy travel require that news of road and traffic conditions be given to motorists several hours before they are to reach their destination, so that they may decide on alternate routes. He indicated that the 40,000 radio-equipped autos, busses and trucks could make a valuable contribution to highway safety if official information on a regional basis could be made available to stations regularly and speedily.

WCKT (TV) Raises $450,000

MORE THAN $450,000 went to the Cerebral Palsy Assn. from a telethon staged last month by WCKT(TV) Miami, Fla. Milton Berle, Billy Eckstine and other stars cooperated with local talent in raising the money, termed by WCKT a record amount for telethons in Florida.

Viewers Do a Double Take

PEDESTRIANS and motorists in Harrisonburg, Va., may be embarrassed when they watch the evening news shows on WSVA-TV —and see still shots of themselves caught in minor traffic violations.

News Director Wip Robinson and his staff have been stationing themselves at busy traffic corners photographing traffic offenders. The pictures are used on two evening news shows, and the safety feature has proved effective in discouraging minor violations.

KDKA-TV Fills Blood Bank

KDKA-TV Pittsburgh, Pa., in cooperation with the American Red Cross, obtained the comparatively rare blood type needed to save the life of a young airman. KDKA-TV made the appeal on two tv newscasts, and within 24 hours the Red Cross had completely filled its blood bank.

KIOX Appeal Aids Family

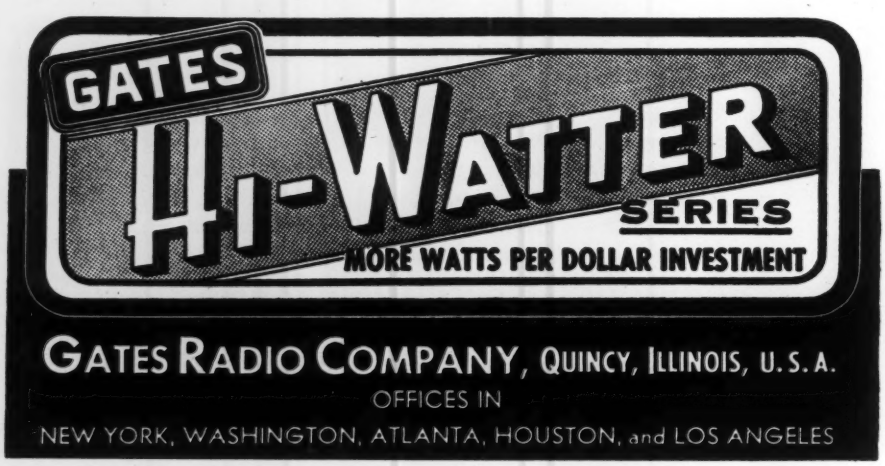
A TWO-HOUR appeal on KIOX Bay City, Tex., for a family which lost five of its nine children in a fire brought more than $500. Food, clothing, and furniture also were contributed by listeners who organized a city-wide assistance movement in response to the plea.

10 Minutes Did the Job

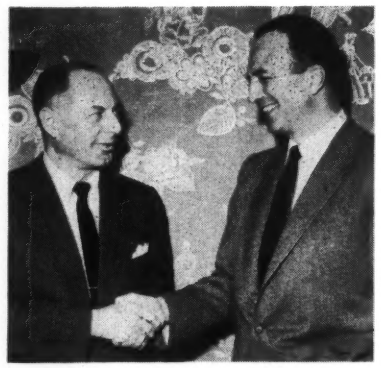
QUICK ACTION on the part of WQAM Miami, Fla., helped save a child's life. The night of Jan. 22, a call was received that a child suffering from hemophilia needed blood immediately. Two requests, aired on the Alan Courtney program at 10:50 p.m., brought in more than the needed supply from listeners by 11 o'clock.

Practicing What They Preach

WTVN-TV Columbus, Ohio, helped publicize the polio vaccine program last month when 44 staffers received their first Salk shots during regularly-scheduled programs on Jan. 25.



MILESTONES



EUGENE KATZ (l), president of The Katz Agency, congratulates Morris S. Kellner, radio sales manager, who this month celebrates his 25th year with the representative firm. Occasion was a recent luncheon party given in Mr. Kellner's honor.

J. P. Wilkins, president-general manager of KFBB-AM-TV Great Falls, Mont., celebrated his 25th anniversary with KFBB on Jan. 8.

► WSAU Wausau, Wis., observed 20th anniversary Jan. 30.

► KRCA (TV) Los Angeles celebrated its eighth anniversary Jan. 16.

► CBS-TV's *What's My Line?* panel quiz marks its ninth year on tv.

ANOTHER "anniversary" is celebrated by officials of the Katz Drug Co. of Kansas City, Mo., with the renewing of a contract for sponsoring *Million Dollar Movie* on KCMO-TV Kansas City. The drug chain is sponsoring this series of film features each Saturday and Sunday for the third successive year. At the singing (l to r): seated, E. K. Hartenbower, general manager of KCMO broadcasting; Morris Shlensky, executive vice president and general manager for Katz; standing, (l to r) Lee Marts, KCMO-TV local sales manager, and Ben H. Allmayer, Fox & Reshkin Agency Inc.

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

February 1957

Total U. S. Stations on Air: 492
(Commercial: 470; Educational: 22)
Total Cities with Tv Stations: 310
Total Tv Homes: 38,700,000
(B•T Estimate as of Jan. 1, 1957)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► WAIQ (*2)
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 370,000; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 370,000; N; $850
WJLN-TV (48) 12/10/52-Unknown
Birmingham Tv Corp. (42) 11/29/56-Unknown
DECATUR—
► WMSL-TV (23) NBC, CBS, ABC; McGillvra; 34,500; N; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; 42,500; N; $150
FLORENCE—
Tv Muscle Shoals Inc. (41) 1/30/57-Unknown
MOBILE—
► WALA-TV (10) NBC, ABC; H-R; 192,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 167,000; N; $450
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
► WSFA-TV (12) NBC; Katz; 146,969; N; $450
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown
MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 173,507; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 148,280; N; $450
► KTVK (3) ABC; Weed; 175,000; N, LF, LS; $400
TUCSON—
► KDWI-TV (9) Headley-Reed; 69,500; N, LF, LS; $300
► KOPO-TV (13) CBS; Hollingbery; 58,839; $300
► KVOA-TV (4) NBC, ABC; Branham; 58,829; N; $300
YUMA—
► KIVA (11) CBS, NBC; Raymer; 30,000; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC, ABC; O'Connell; 54,000; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC; Pearson; 40,600; $200
► KNAC-TV (5) CBS; H-R; 60,000; $250
HOT SPRINGS—
KSPS (9) 2/16/56-Unknown
JONESBORO†—
KBTM-TV (4) 1/12/55-Unknown (Satellite of KATV Pine Bluff)
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 159,904; N; $450
► KTHV (11) CBS; Branham; 160,322; N; $450
► KATV (7) (See Pine Bluff)
PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; 160,080; N; $450
TEXARKANA—
► KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) CBS, ABC; Weed; 110,000; $300
► KERO-TV (10) NBC; Petry; 155,000; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,900; $250
CORONA†—
KCOA (52) 9/16/53-Unknown
EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; 36,500; $250
KHUM-TV (13) 1/16/56-Unknown
FRESNO—
► KFRE-TV (12) CBS; Blair; 252,300; N, LF, LS; $650
► KJEO (47) ABC; Branham; 178,000; N, LL, LS; $500
► KMJ-TV (24) NBC; Raymer; 178,000; N, LF, LS; $550
► KVVG (27) (See Tulare, Calif.)
KBID-TV (53) See footnote
LOS ANGELES
► KABC-TV (7) ABC; Katz; 2,658,953; $2,000
► KCOP (13) Petry; 2,658,953; $1,250
► KHJ-TV (9) H-R; 2,658,953; N; $1,500
► KNXT (2) CBS; CBS Spot Sls.; 2,658,953; N, LS, LF, LL; $3,200
► KRCA (4) NBC; NBC Spot Sls.; 2,658,953; N, LL, LS, LF; $3,600
► KTLA (5) Raymer; 2,658,953; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,658,953; $2,000
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56
REDDING—
► KVIP (7) NBC, ABC; Branham; 59,254; N; $225
SACRAMENTO
► KBET-TV (10) CBS; H-R; 385,249; N, LF, LS; $700
► KCCC-TV (40) ABC; Weed; 158,000; $450
► KCRA-TV (3) NBC; Petry; 354,401; N, LF, LS; $750
KGMS-TV (46) 3/2/56-Unknown
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 349,924; N; $350
SAN DIEGO—
► KFMB-TV (8) CBS; Petry; 449,928; N; $900
► KFSD-TV (10) NBC; Katz; 400,000; N; $800
SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; 1,206,717; $1,700
► KPIX-TV (5) CBS; Katz; 1,206,717; N, LF, LS; $1,750
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,206,717; N, LL, LS, LF; $1,500
► KSAN-TV (32) Stars National; 260,000; $115
KBAY-TV (20) 3/11/53-Unknown
Plaza Radio & Tv Co. (26) 12/20/56-Unknown
SAN JOSE†—
► KNTV (11) Bolling; 140,000; $250
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; H-R; 102,966; $200
SANTA BARBARA—
► KEYT (3) NBC, ABC, CBS; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) Avery-Knodel; 1,131,891; $800
TULARE—
► KVVG (27) Bernard; 150,000; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 68,820; $250
► KRDO-TV (13) NBC; Pearson; 44,000; $175
DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; 427,408; $650
► KLZ-TV (7) CBS; Katz; 427,408; N; $750
► KOA-TV (4) NBC; NBC Spot Sls.; 427,408; N; $750
► KRMA-TV (*6)
► KTVR (2) Blair Tv Assoc.; 427,408; $500
GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; 19,205; $120
MONTROSE—
► KFXJ-TV (10) (Satellite of KREX-TV)
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 56,312; $155

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WHCT (18) CBS; CBS Spot Sls.; 351,581; $650
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56 (construction prohibited pending deintermixture rulemaking)
NEW BRITAIN—
► WNBC (30) NBC; NBC Spot Sales; 334,703; N; $600
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
► WPFH (12) Raymer; 2,051,000; N; LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; H-R; $1,200
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 644,000; N, LF, LS; $1,800
► WTTG (5) Weed; 700,000; $720
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
► WESH-TV (2) Petry; 60,000; N; $200
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 390,000; $500
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) NBC, ABC; Petry; 107,750; N; $300
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 264,000; N; $850
WFGA-TV (12) 8/31/56-Unknown
WQIK-TV (30) 8/12/53—Unknown
MIAMI—
►WCKT (7) NBC; NBC Spot Sls.; 381,000; N, LF, LS; $950
► WGBS-TV (23) CBS; Katz; 294,874; N; $350
► WTHS-TV (*2)
► WTVJ (4) CBS; Peters, Griffin, Woodward; 391,000; N, LL, LF, LS; $1,000
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
MIAMI BEACH—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair Tv Assoc.; 173,692; N; $300
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 174,500; N; $300
WPFA-TV (15) See footnote
ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; 215,500; $400
TALLAHASSEE—
► WCTV (6) See Thomasville, Ga.
TAMPA—
► WFLA-TV (8) NBC; Blair; 350,000; N, LF, LS; $750
► WTVT (13) CBS; Katz; 340,000; N, LF, LS; $750
WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 139,000; $250
► WPTV (5) NBC, CBS; Venard; 101,220; N; $275

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

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B·T TELESTATUS

ATHENS†—
WGTV (*8) 9/5/56-Unknown

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF: $1,000
► WLWA (11) ABC; WLW Sales; 542,599; $900
► WSB-TV (2) NBC; Petry; 575,060; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 221,000; N; $350
► WRDW-TV (12) CBS; Branham; 184,000; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $300
► WRBL-TV (4) CBS, ABC; Hollingbery; 186,407; N; $400

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Blair Tv Assoc.; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,352; N; $300

THOMASVILLE—
► WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; 105,061; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 69,175; $250
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; 85,000; N; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 55,509; $200

LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)

POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 21,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) ABC; McGillvra; 54,000; $120

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 403,370; N; $800

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; 2,397,500; N; $3,900
► WBKB (7) ABC; Blair; 2,397,500; $2,400
► WGN-TV (9) Petry; 2,397,500; N, LL, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,397,500; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC; Bolling; 196,000; $350

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $475
► WTVH (19) CBS, ABC; Petry; 224,000; N; $500
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) NBC, ABC; Young; 157,000; N; $250
► KHQA-TV (7) See Hannibal, Mo.

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 323,619; N; $800

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 278,004; N; $450
► WTVO (39) NBC, ABC; Headley-Reed; 166,270; N; $300

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
WMAY-TV (2) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.) Pearson

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC; Meeker; 523,825; N; $1,000

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; 215,814; $300

EVANSVILLE—
► WFIE (62) NBC, ABC; Venard; 140,000; N; $400
► WEHT (50) See Henderson, Ky.
► WTVW (7) ABC; Hollingbery; 182,713; N, LF, LS; $350

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 164,364; N; $450
► WINT (15) CBS, ABC; H-R; 139,625; N; $400

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 702,000; N, LL, LF, LS; $1,200
► WISH-TV (8) CBS; Bolling; 660,000; N, LF, LS; $1,300
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; 115,900; N; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

ROANOKE—
WPTA (21) 9/6/56-Unknown

SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; 186,000; N; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 251,970; N; $400

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Blair Tv Assoc.; 325,977; N; $450
► WMT-TV (2) CBS; Katz; 344,380; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 294,000; N, LF, LS; $700
KDPS-TV (11*) 12/12/56-Unknown
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC, CBS; Pearson; 46,365; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $350

OTTUMWA—
► KTVO (3) (See Kirksville, Mo.)

SIOUX CITY—
► KTIV (4) NBC, ABC; Hollingbery; 204,317; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; N; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-March (satellite of KAKE-TV Wichita)

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC, ABC; Bolling; 186,097; N; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 251,135; N; $575
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 161,851; $300

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 607,078; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 266,237; N; $500
► KARD-TV (3) NBC; Petry; 265,430; N, LL, LF, LS; $550
► KTVH (12) See Hutchinson
KEDD (16) See footnote

KENTUCKY

ASHLAND†—
WALN-TV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; 150,000; N; $400

LEXINGTON—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; $218.50
WLAP-TV (27) 12/3/53-Unknown

New Tv Stations

THE following tv station started regular programming within the past month:

KONO-TV (ch. 12) San Antonio, Tex.

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.: 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH†—
WPSD-TV (6) Pearson; 11/14/56-May

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 136,400; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Blair Tv Assoc.; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 224,430; N; $300
WCNS (40) 7/19/56-July

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 132,811; N; $250

LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; 104,080; $250
► KTAG (25) CBS; Young; 68,648; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 285,000; N, $400
KLSE (*13) 12/14/56-February

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 416,191; N, LF, LL; $900
► WJMR-TV (20) CBS, ABC; Weed; 300,000; N; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
WWEZ-TV (32) 9/26/56-Unknown
WWL-TV (4) 7/13/56 (Construction prohibited until completion of deintermixture rule making.)
WYES (*8) 2/17/56-March

SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; 170,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 249,695; N; $500

MAINE

AUGUSTA—
WPTT (10) 11/14/56-Unknown

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 106,000; N; $300
► WTWO (2) CBS; Venard; $300

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 288,170; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400

PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $150

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 720,866; N; $1,275
► WBAL-TV (11) NBC; Petry; 720,866; N, LL, LS, LF; $1,500
► WMAR-TV (2) CBS; Katz; 720,866; N, LF, LS; $1,500
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 56,590; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,400
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N, $3,000
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
WRPL (58) 7/5/56-Unknown (Satellite of WWLP Springfield, Mass.)

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (Temporarily off air because of wind damage.)

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 225,000; N; $400
► WWLP (22) NBC, ABC; Hollingbery; 240,000; N, LS; $600

WORCESTER—
WWOR-TV (14) See footnote

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Petry; 580,536; N, LF, LS; $690
CADILLAC—
► WWTV (13) CBS, ABC; Weed; 328,013; $350
DETROIT—
► WJBK-TV (2) CBS; Katz; 1,600,000; N, LL, LF, LS; $2,600
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,600,000; N, LF, LS; $2,400
► WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,600,000; $1,100 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown
EAST LANSING†—
► WKAR-TV (*60)
FLINT†—
WJRT (12) 5/12/54-Unknown
GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 583,788; N; $1,175
WMCM (23) 9/2/54-Unknown
IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown
KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 652,200; N; $1,300
LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Peters, Griffin, Woodward; 451,000; N; $1,000
WTOM-TV (54) See footnote
MARQUETTE†—
► WDMJ-TV (6) Weed; $200
PORT HURON—
WHLS-TV (34) 11/14/56-Unknown
SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS, ABC; Gill-Perna; 160,000; N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 63,171; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 115,126; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 127,500; $400
► WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; 632,000; $1,500
► KSTP-TV (5) NBC; Petry; 688,558; N, LS, LF; $1,550
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,600
► WTCN-TV (11) ABC; Katz; 615,000; $800
KTCA (*2) 6/20/56-Unknown
ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 110,000; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56
COLUMBUS†—
► WCBI-TV (4) CBS, NBC; McGillvra; 45,200; $150
HATTIESBURG—
► WDAM-TV (9) NBC, ABC; Pearson; 76,500; N; $175
JACKSON—
► WJTV (12) CBS, ABC; Katz; 155,000; $360
► WLBT (3) NBC, ABC; Hollingbery; 181,000; N; $360
LAUREL—
Laurel Tv Co. (7) Initial decision 1/25/57
MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; 86,031; N; $250
WCOC-TV (30) See footnote
TUPELO—
WTWV (9) NBC; Young; $150; Feb. 15

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 155,400; N; $600
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 102,481; $250
HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; 174,880; N; $350
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS, ABC; Blair Tv Assoc.; 108,051; $250
JOPLIN—
► KODE-TV (12) CBS; Avery-Knodel; 118,700; N; $300
KANSAS CITY—
► KCMO-TV (5) CBS; Katz; 628,532; N; $1,200
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; 628,532; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 600,268; N, LS, LF; $1,060
KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; 222,954; N; $300
ST. JOSEPH—
► KFEQ-TV (2) CBS; Blair Tv Assoc.; 170,185; $350
ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 967,002; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; 850,000; N; $1,500
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 111,146; N; $250
► KYTV (3) NBC; Hollingbery; 111,188; N; $275

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 28,500; $150
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
► KXLF-TV (4) ABC; No estimate given; $100
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; 26,400; $150
KALISPELL†—
KGEZ-TV (8) Cooke; 7/19/56-Unknown
MISSOULA—
► KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; 32,000; N; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; 82,250; N; $200
HAYES CENTER—
► KHPL-TV (6) (Satellite of KHOL-TV Holdrege)
KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 125,000 (Includes satellite KHPL-TV); N; $300
LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 173,716; $450
► KUON-TV (*12)
OMAHA—
► KMTV (3) NBC, ABC; Petry; 412,000; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; 412,000; N; $900
KETV (7) 4/27/56-Unknown
SCOTTSBLUFF†—
► KSTF (10) (Satellite KFBC-TV Cheyenne)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,525; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 35,000; $250
► KLRJ-TV (2) See Henderson
► KSHO-TV (13) Forjoe; 27,900; $200
RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; 54,010; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC (CBS, NBC per program basis); Forjoe; 1,127,959; $600
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WHTO-TV (46) See footnote
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Fojoe; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 81,973; N; $300
► KOAT-TV (7) ABC; Hollingbery; 87,774; N; $300
► KOB-TV (4) NBC; Branham; 81,973; N; $300
CARLSBAD—
► KAVE-TV (6) CBS, NBC; Branham; 30,000; $150
CLOVIS—
► KICA-TV (12) Pearson; $150
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $250
SANTA FE—
KVIT (2) 1/25/56-March

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WCDA (41) CBS; Harrington, Righter & Parsons; 200,000; N; $400
► WTRI (35) ABC; Venard; 205,000; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; 463,361; N; $1,000
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► WBEN-TV (4) CBS; Harrington, Righter & Parsons; 558,036 (plus 663,446 Canadian coverage); N, LS, LF, LL; $1,050
► WBUF (17) NBC; NBC Spot Sls.; 178,100; N; $650
► WGR-TV (2) ABC; Peters, Griffin, Woodward; 557,953 (plus 597,256 Canadian coverage); $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; 81,130; (plus 118,840 Canadian coverage); $200
ELMIRA—
► WTVE (24) ABC, NBC; Forjoe; 35,000; $150
► WSYE-TV (18) NBC; Harrington, Righter & Parsons (Satellite WSYR-TV Syracuse)
HAGAMAN—
► WCDB (29) (Satellite WCDA Albany, N. Y.)
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Blair Tv Assoc.; 150,000 (plus 350,000 Canadian coverage); $300
NEW YORK—
► WABC-TV (7) ABC; Blair; 4,730,000; $4,150
► WABD-TV (5) Weed; 4,730,000; N, LL, LF, LS $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $2,000
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $2,000
► WRCA-TV (4) NBC; NBC Spot Sls; 4,730,000; N, LS, LF, LL; $9,200
► WATV (13) See Newark, N. J.
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
WKNY-TV (66) See footnote
ROCHESTER—
► WROC-TV (5) NBC, ABC; Peters, Griffin, Woodward; 337,500 (plus 75,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000; N, LF, LS; $780
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 503,000; N; $1,350
SYRACUSE—
► WHEN (8) CBS, ABC; Katz; 380,000; N; $850
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $900
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 212,500; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 38,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 342,000; N; $400
CHAPEL HILL†—
► WUNC-TV (*4)
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WSOC-TV (9) 12/13/56-April; H-R
WQMC (36) See footnote
DURHAM—
► WTVD (11) ABC; Petry; 286,079; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Biern-Smith; 51,600; $120
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 459,351; N, LF, LS; $650
GREENVILLE—
► WNCT (9) CBS, ABC; Hollingbery; 177,470; N; $350
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS, ABC; Forjoe; 140,125; N; $325
► WRAL-TV (5) NBC; H-R; 334,161; N, LF, LS; $600
WASHINGTON—
► WITN (7) NBC; Headley-Reed; 163,564; N; $325
WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Wagner-Smith Assoc.; 123,238; $250
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 586,384; N; $600
► WTOB-TV (26) ABC; Venard; 133,720; $200

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; 24,800; N; $150
► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; 31,800; $200
DICKINSON—
► KDIX-TV (2) CBS, ABC, NBC; Holman; 19,000; $150
FARGO—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 92,679; N; $400
GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 37,000; N; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 30,000; $250
KMOT (10) 10/5/55-Unknown
WILLISTON†—
KUMV-TV (8) 7/19/56-Unknown (satellite of KFYR-TV Bismarck)
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 130,000; N, LF, LS; $500

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
WICA-TV (15) See footnote
CANTON†—
WTLC (29) 3/22/56-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY		
AFTERNOON	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Noon		*Let's Take A Trip*			Stand. Brands Valiant Lady / Amer. Home Products Love of Life	*Tic Tac Dough* L		Wesson Oil Valiant Lady / Amer. Home Products Love of Life	*Tic Tac Dough* L		Gen. Mills Valiant Lady / Amer. Home Products Love of Life	*Tic Tac Dough* L
12:15												
12:30		Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	*It Could Be You* L		P&G Search for Tomorrow	*It Could Be You* L		P&G Search for Tomorrow	*It Could Be You* F
12:45					P&G Guiding Light L			P&G Guiding Light L			P&G Guiding Light L	
1:00		Sweets Co. Johnson & Johnson Heckle and Jeckle Show AW—F			W. Cronkite			W. Cronkite			W. Cronkite	
1:15					1:10 *Standup & Be Counted* S			1:10 *Standup & Be Counted* S			1:10 *Standup & Be Counted* S	
1:30			*Frontiers of Faith* L		P&G As The World Turns			*As The World Turns* Sus			P&G As The World Turns	
1:45												
2:00			No Net. Service		*Our Miss Brooks* F			Best Foods (alt. wks.) Our Miss Brooks F			(Alt.) Gerber Our Miss Brooks F	
2:15												
2:30		*The Last Word*	*Youth or American Forum* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45												
3:00		*Face the Nation*	*Outlook L&F*		Colgate Big Payoff			Big Payoff (Sus.)			Colgate Big Payoff	
3:15						NBC Matinee Theatre (Participating) Color L			NBC Matinee Theatre (Participating) Color L			NBC Matinee Theatre (Participating) Color L
3:30	*Johns Hopkins File 7* L	*World News Roundup*	Mutual (alt. Sun.) Zoo Parade L & F	Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)		Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)		Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45												
4:00	*College Press Conference* L		Gen. Motors Wide Wide World L		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L		P&G The Brighter Day	Queen For A Day Participating L
4:15		*Odyssey*			Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm	
4:30	CIBA Medical Horizons L		ALT H. Curtis Wash. Square L & Topper		P&G The Edge of Night	*Modern Romances* L		P&G The Edge of Night	*Modern Romances* L		P&G The Edge of Night	*Modern Romances* L
4:45												
5:00	Dean Pike L	*Mama*				*Comedy Time* F			*Comedy Time* F			*Comedy Time* F
5:15				Mickey Mouse Club (see footnote) F			Mickey Mouse Club (see footnote) F			Mickey Mouse Club (see footnote) F		
5:30	Corn Prods. Press Conference L	*The McBoing Boing Show* Color Film	Heinz Capt. Gallant F									
5:45												
EVENING												
6:00		Bell Telephone System Telephone Time	Johns Manville Meet the Press L									
6:15												
6:30		Prudential Air Power T	Gen. Foods Roy Rogers F									
6:45					Whitehall News L			Whitehall News L (Alt. wks.)			Whitehall (Alt. wks.) News L	
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F	General Foods Bengal Lancers F	Gordon Bkg. Kukla, Fran & Ollie			Gordon Bkg. Kukla, Fran & Ollie			Gordon Bkg. Kukla, Fran & Ollie		
7:15				Genl. Cigar Daly-News	Whitehall News L		Genl. Cigar Daly-News	Whitehall News L (Alt. wks.)		Genl. Cigar Daly-News	Whitehall (Alt. wks.) News L	
7:30	Pharmaceuticals	Am. Tobacco Private Secretary (Alt. wks.) Jack Benny	Reynolds Metals Circus Boy F	Miller Brewing R. J. Reynolds Wire Service F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Carter (Alt.) Nat King Cole / Studebaker News Caravan	Gen. Electric Cheyenne (Alt. wks.) Chesebrough Pond's Conflict (Alt. wks.) F	Whitehall (Alt. wks.) Kellogg Name That Tune	Vicks, Lewis-Howe L J. Winters / News L	American Motors American Dairy Derby Foods Disneyland F	General Mills The Giant Step	Coca-Cola Planters Eddie Fisher L / Time Inc. Miles Lab. News Caravan L
7:45	Ted Mack Amateur Hour L											
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	U. S. Time Jergens Brown & Williamson Steve Allen Show L		B.F.Goodrich (Alt. wks.) Carnation Burns & Allen F	Producers' Showcase (8-9:30 1 wk. of 4) / Whitehall Lever F Sir Lancelot / Amer. Tobco. Toni Stanley L		R.J. Reynolds Williams Co. (2/12 only) P&G, Phil Silvers F	Speidel Purex Big Surprise L		Bristol Myrs. (Alt. wks.) American Home Prod. Arthur Godfrey Show Pillsbury (alt.) Kellogg	Gen. Foods, Hiram Holliday F
8:15												
8:30	*Open Hearing* L			Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts		Gen. Mills P & G (Alt. wks.) Wyatt Earp F	P&G (Alt. wks.) Sheaffer The Brothers F	L & Myers Max Factor Noah's Ark F	Am. Tobacco U. S. Rubber Navy Log (F)		Scott Father Knows Best F
8:45												
9:00	Aluminium, Ltd / Union Carbide / Omnibus L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L	Co-op Life Is Worth Living L	P&G (Alt. wks.) Gen. Foods I Love Lucy F	Pharmctcls. Twenty-One	Miles Labs (Alt. wks.) Gen. Electric Broken Arrow F	Pharmaceu. To Tell The Truth L	P&G Jane Wyman F	Eastman Kodak Adv. of Ozzie & Harriet F	Colgate The Millionaire F	Kraft Foods Television Theatre L
9:15												
9:30		Bristol-Myers Hitchcock Theatre F		Dodge Plymouth Lawrence Welk	General Foods December Bride F	Johnson Wax alt. with Mennen	duPont duPont Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Kaiser Aluminum Hour L	Ford Ford Theatre F	R. J. Reynolds I've Got A Secret L	
9:45												
10:00		P. Lorillard (Alt. wks.) Revlon The $64.000 Challenge	P&G Loretta Young F	Top Tunes and New Talent (L)	Westinghouse Studio One L	Robert Montgomery Presents L	Co-op It's Polka Time L	Revlon The $64,000 Question L		Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
10:15												
10:30		Helene Curtis (Alt. wks.) Remington What's My Line L						Liggett & M. Do You Trust Your Wife?	Lanolin Plus Break The Bank L			
10:45												

THURSDAY

ABC	CBS	NBC
	Toni, Nestle (Alt. wks.) Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	*It Could Be You* L
	P&G Guiding Light L	
	W. Cronkite	
	1:10 *Standup & Be Counted* S	
	As The World Turns (Sus.)	
	Nestle (Alt. wks.) Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (See Footnote) F		
	Whitehall News L	
Gordon Bkg. Kukla, Fran & Ollie		
Genl. Cigar Daly-News	Whitehall News L	Chevrolet Dinal Shore Show L
Gen. Mills Swift & Co. The Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Sperry-Rand News Caravan L
	Reynolds (alt. wks.) Colgate Bob Cummings Show F	Toni (Alt.) DeSoto-Plymouth You Bet Your Life F
Bauer & Black Jet Bon-Ami Hartz Circus L		Schick Chesterfield Dragnet F
	Chrysler Motors Climax L	
Armour Int. Cellucotton Danny Thomas F		P&G alt. Borden Co. The People's Choice F
Ralston-Purina Bold Journey F	Bristol Myers (Alt. wks.) Singer	Ford Tenn. Ernie Ford Show L
	Ronson (Alt. wks.) Bristol Myrs.	
Air Time '57 L	Philip Morris (Alt. wks.) Am. Gas Assn	Lever Bros. Lux Video Theatre L
	Playhouse 90 L	

FRIDAY

ABC	CBS	NBC
	Gen. Mills Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	*It Could Be You* L
	P&G Guiding Light L	
	W. Cronkite	
	1:10 *Standup & Be Counted* S	
	P&G As The World Turns	
	J'son & J'son (Alt. wks.) Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret. Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (see footnote) F		
	News L	
Gordon Bkg. Kukla, Fran & Ollie		
Genl. Cigar Daly-News	News L	Coca-Cola Planters Eddie Fisher L
National Biscuit Rin Tin Tin F	Hazel Bishop Beat the Clock	Miles News Caravan L
Chesebrough Pond's Am. Chicle Jim Bowie F	Gen. Foods West Point F (2/8 only) Bon-Ami Co.	Nestle (Alt.) Bobbi & Pamper Blondie F
Chevrolet Crossroads F	Gen. Foods (Alt. wks.) Ford Motor Zane Grey Theatre F	Gulf Life of Riley F
Mogen David Treasure Hunt L	R.J. Reynolds (Alt. wks.) C'gate P'olive Mr. Adams and Eve F	Chevy Show (2/22) Campbell Lever On Trial F
Sterling Drug The Vise F	Schlitz Brewing The Schlitz Playhouse F	Am. Tobacco Vicks Big Story L
Plymouth Ray Anthony Show L	Brown & Williamson (Alt. wks.) P&G Line Up F	Gillette Cavalcade of Sports L
	Amer. Oil Hamm Time Person To	State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
		Cowboy Theater F
	Gen. Mills (Alt.) Nestle Co., The Lone Ranger F	*Mr. Wizard* L
	Carling Brewing Professional Hockey (2 p.m. to concl.)	Co-op B&W Carter Pro. Basketball Games
Skippy Peanut Butter This Is Galen Drake L	Sylvania The Buccaneers F	No Net Service
Yardley of London Famous Film Festival (F)	P. Lorillard Bulova Jackie Gleason Show L	R. J. Reynolds Toni People Are Funny F
Dodge Div. The Lawrence Welk Show L	Nestle (Alt. wks.) Helene Curtis Gale Storm Show	Sunbeam Gold Seal Noxzema Kleenex RCA S & H Green Stamps Perry Como L
American Chicle Ozark Jubilee L	P & G Hey! Jeannie L	Olds, RCA, Whirlpool Sat. Spec. (9-10:30) 1 wk. of 4 Quaker Oats B. T. Babbitt Knomark Wesson Caesar's Hour L
	L&M Alt. wks. Remington Rand Gunsmoke F	Armour (alt.) Pet Milk George Gobel L
	Hazel Bishop You're on Your Own	Am. Tobacco Warner Lambert Your Hit

AFTERNOON

Noon · 12:15 · 12:30 · 12:45 · 1:00 · 1:15 · 1:30 · 1:45 · 2:00 · 2:15 · 2:30 · 2:45 · 3:00 · 3:15 · 3:30 · 3:45 · 4:00 · 4:15 · 4:30 · 4:45 · 5:00 · 5:15 · 5:30 · 5:45

EVENING

6:00 · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45

MORNING

SATURDAY AM

CBS: Capt. Kangaroo, Brown Shoe Co., Ludens, Mighty Mouse Playhouse, 10:30 - 11 a.m., General Foods, alt. weeks; Colgate; Winky Dink and You sus. 11-11:30 a.m.; Tales of Texas Ranger, General Mills, alt. weeks Sweets Co., 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Camera Three, 11:30-12 noon; UN In Action, 11-11:30 a.m.

MONDAY-FRIDAY AM

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST, L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC — Mickey Mouse Club Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Carnation, Coca-Cola, Gen. Mills, Mattel, Miles Labs, Minnesota Mining, SOS, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, Best Foods, Yardley, Staley, Chevrolet, SOS, Swift & Co. Hoover, Nestle, Johnson & Johnson, Pittsburgh Plate Glass.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Norwich Pharmacal, Pillsbury, Kellogg, Simoniz, American Home, General Foods, Scott Paper, Shermin Williams.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simoniz, Standard Brands.

Bob Crosby—15 min. segments sponsored by Gerber Prod., Procter & Gamble, General Mills, Wesson Oil, Best Foods, Toni, Brown & Williamson, SOS, Swift & Co., Mentholatum.

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B·T TELESTATUS

CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; 850,800; N; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $800
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,210,000; N; $1,650
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,174,004; N; $1,950
► WJW-TV (8) CBS; Katz; 1,146,150; N; $2,000
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 539,480; N; $825
► WLWC (4) NBC; WLW Sls.; 361,000; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; 381,451; $600

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 76,487; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

OXFORD—
WMUB-TV (*14) 7/19/56-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,045,580; N; $500
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,000; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 202,771; N; $400
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $450
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; 50,000; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Venard; 95,639; N; $225

ARDMORE—
► KVSO-TV (12) NBC; Pearson; 81,000; N; $150

ENID—
► KGEO-TV (5) ABC; Pearson; 264,510; N; $600

LAWTON—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; 290,687; $500

OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 402,213; N; $800
► WKY-TV (4) NBC, ABC; Katz; 402,213; N, LL, LF, LS; $920
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KTVX (8) (See Muskogee)
► KVOO-TV (2) NBC; Blair; 319,312; N, LF, LS; $700
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 81,587; N; $300

KLAMATH FALLS†—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; 11,500; $150

COOS BAY—
KOOS-TV (16) 9/4/56-Unknown

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Blair Tv Assoc.; 39,550; $200

PORTLAND—
► KGW-TV (8) ABC; Blair; $700
► KLOR (12) Hollingbery; 370,000; N; $700
► KOIN-TV (6) CBS; CBS Spt Sls.; 385,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700

ROSEBURG—
► KPIC (4) Hollingbery; 12,000; $150 (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) Weed; 8/12/53-Unknown
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; Blair; 448,500; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 164,000; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 242,000; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, ABC; Katz; 1,051,699; N, LL, LS, LF; $1,000

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200
WLAN-TV (21) 11/8/56-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,235,000; N, LL, LS, LF; $3,200
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,090,000; N, LL, LF, LS; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; 1,200,000; N; $2,000
► WENS (16) ABC; Branham; 475,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial Decision 4/23/56
WKJF-TV (53) See footnote

READING—
WEEU-TV (33) See footnote
WHUM-TV (61) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 250,000; $225
► WGBI-TV (22) CBS; H-R; 310,000; N; $500
WTVU (44) See footnote

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 306,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 306,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) 11/32/52-Unknown

YORK—
► WNOW-TV (49) Keller; 137,500; $200
► WSBA-TV (43) ABC; Young; 138,480; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,100
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; 127,550; N; $150

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 136,329; N; $300
► WUSN-TV (2) NBC, ABC; Weed; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 220,873; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 148,000; N; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 264,623; N; $450
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; 286,765; N; $450

SOUTH DAKOTA

ABERDEEN†—
KDHS (9) 8/30/56-Unknown

DEADWOOD†—
KDSJ-TV (5) 8/8/56-Unknown

FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 19,090; $150
KRSD-TV (7) 12/20/56-Unknown

RELIANCE†—
KPLO (6) 12/20/56-Unknown (Satellite of KELO-TV Sioux Falls)

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 185,934 (includes satellite KDLO-TV Florence); $450

TENNESSEE

BRISTOL—
► WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; 218,252; N; $500
► WRGP-TV (3) NBC, ABC; H-R; 229,164; N; $400

JACKSON—
► WDXI-TV (7) CBS, ABC; Headley-Reed; 103,500; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE-TV (6) NBC; Avery-Knodel; 178,660; N; $600
► WBIR-TV (10) CBS; Katz; 186,080; N; $600
► WTVK (26) ABC; Pearson; 156,400; N; $360

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 478,128; $800
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; 478,128; N; $900
► WREC-TV (3) CBS; Katz; 478,128; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 305,000; N; $750
► WSIX-TV (8) ABC; Hollingbery; 380,000; $575
► WSM-TV (4) NBC; Petry; 280,072; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC; Raymer; 58,800; $225

ALPINE—
KAMT-TV (12) 8/30/56-Unknown

AMARILLO—
► KFDA-TV (10) CBS, ABC; Blair Tv Assoc.; 95,914; $300
► KGNC-TV (4) NBC; Katz; 95,914; N; $340

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 167,341; N; $400

BEAUMONT—
► KFDM-TV (6) CBS, ABC, NBC; Peters, Griffin, Woodward; 127,900; N; $350
KBMT (31) See footnote

BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

BRYAN—
KBTX-TV (3) 11/5/56-March 15

CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; 80,000; N; LF, LS; $300
► KSIX-TV (10) CBS; H-R; $250
► KVDO-TV (22) NBC (ABC, CBS per program basis); Young; 59,300; $200

DALLAS—
► KRLD-TV (4) CBS; Branham; 590,000; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 590,000; N; $1,000

EL PASO—
► KILT (13) ABC; Young; H-R; $250
► KROD-TV (4) ABC, CBS; Branham; 101,555; N; $450
► KTSM-TV (9) NBC; Hollingbery; 97,257; N; $325

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 600,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) Blair; 540,930; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 500,100; N; $900

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 510,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 510,000; N, LF, LS; $850
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 14,348; $150

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 134,052; N; $350
► KDUB-TV (13) CBS; Branham; 140,650; N, LS, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) Venard; 60,106; $225 (Station receives NBC shows from KPRC-TV Houston.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $250

SAN ANGELO—
► KTXL-TV (8)CBS, NBC, ABC; Venard; 44,622; $200

SAN ANTONIO—
► KCOR-TV (41) O'Connell; 70,000; $200
► KENS-TV (5) CBS; Peters, Griffin, Woodward; 344,211; N; $700
► KONO-TV (12) ABC; H-R; $560
► WOAI-TV (4) NBC; Petry; 345,424; N, LL, LS, LF; $700

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; 62,469; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 155,162; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; 100,000; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; H-R; 108,000; $300

WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Pearson; 130,000; N; $250

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 85,817 (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 127,000; N; $350
► KSYD-TV (6) CBS; Blair Tv Assoc.; 127,000; N; $300

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 212,000; N; $600
► KTVT (4) NBC; Katz; 212,000; N, LS; $600
► KUTV (2) ABC; Avery-Knodel; 212,000; $600
KUTA (7*) 12/13/56-September

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 151,048; $350

VIRGINIA

ARLINGTON—
WARL-TV (20) 10/10/56-Unknown

BRISTOL—
► WCYB-TV (5) NBC, ABC; Weed; 368,870; N, LF, LS; $300

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
► WVEC-TV (15) See Norfolk

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; 139,617; $250

LYNCHBURG—
► WLVA-TV (13) ABC; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 422,196; N, LS, LF; $875
► WTOV-TV (27) McGillvra; 210,000; $380
► WVEC-TV (15) NBC; Avery-Knodel; 187,000; N; $400

PETERSBURG—
► WXEX-TV (8) See Richmond

PORTSMOUTH—
WAVY-TV (10) ABC; H-R; 5/30/16-March

RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons; $700
► WTVR (6) ABC; Blair; 503,317; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750

ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 402,000; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 261,968; $300

EPHRATA†—
KBAS-TV (43) 5/4/56-February (Satellite KIMA-TV Yakima, Wash.)

PASCO—
► KEPR-TV (19) CBS, ABC, NBC; Weed; 35,000; N; $200 (Satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 550,200; N, LF, LS; $1,100
► KOMO-TV (4) NBC; NBC Spot Sls.; 550,200; N, LL, LF, LS; $1,025
► KTNT-TV (11) CBS; Weed; 550,200; N; $900
► KTVW (13) Hollingbery; 550,200; $600
KIRO-TV (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC, Katz; 204,783; N, LL, LF, LS. $550
► KREM-TV (2) ABC; Petry; 204,783; N, LF, LS; $450
► KXLY-TV (4) CBS; Avery-Knodel; 204,783; N; $600

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

WALLA WALLA—
KWAB (8) 10/24/56-Unknown (Satellite of KIMA-TV Yakima, Wash.)

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 81,000; $450

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC, ABC; Katz; 173,684; N; $200

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 540,340; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Unknown

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC; Petry; 365,005; N; $450
► WSAZ-TV (3) NBC; Katz; 564,745; N, LL, LF, LS; $1,000

OAK HILL (BECKLEY)—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; 58,750; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,640; N; $500
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 132,000; N; $350

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 247,000; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; 245,000; N; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) CBS, NBC, ABC; H-R; 130,000; $360

MADISON—
► WHA-TV (*21)
► WISC-TV (3) CBS; Peters, Griffin, Woodward; 309,275; N, LF, LS; $550
► WKOW-TV (27) ABC; Headley-Reed; 130,500; N; $250
►WMTV (33) NBC; Young; 140,000; N; $280

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 220,826; $250

MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $1,000
► WITI-TV (6) Branham; 630,000; N, LL, LF, LS; $500
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 384,000; N; $800
WFOX-TV (31) 5/4/55-Unknown
WMVS-TV (*10) 6/6/56-Unknown
WCAN-TV (25) See footnote

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC, ABC; Peters, Griffin, Woodward; 128,200; N; $400
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; 101,700; $350

WHITEFISH BAY—
► WITI-TV (6) See Milwaukee

WYOMING

CASPER—
KTWO-TV (2) 10/17/56-Feb. 15; Meeker; $150
Donald L. Hathaway (6) 1/30/57-Unknown

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

RIVERTON—
KWRB-TV (10) 9/26/56-June

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, Day; 25,000; $100
► KTVA (11) CBS; Alaska Radio-Tv Sls.; 25,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 9,600; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 10,300; $135

JUNEAU†—
► KINY-TV (8) CBS; Alaska Radio-Tv Sls.; 2,500; $60

GUAM

AGANA†—
► KUAM-TV (8) NBC, CBS, ABC; Young; 5,000; $120

HAWAII

HILO†—
► KHBC-TV (9) (Satellite of KGMB-TV Honolulu)

HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; 106,000 (includes Hilo and Wailuku satellites); $350
► KONA (2) NBC; NBC Spot Sls.; 100,105 (includes Wailuku satellite); $472.50
► KULA-TV (4) ABC; Young; 91,800; $250
KHVH-TV (13) 12/6/56-Unknown

WAILUKU†—
► KMAU-TV (3) (Satellite KGMB-TV Honolulu)
► KMVI-TV (12) (Satellite KONA Honolulu)

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-Unknown

MAYAGUEZ†—
► WORA-TV (5) CBS, ABC, NBC; Young; 30,000; N; $150

PONCE†—
WKBM-TV (11) 5/3/36-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 140,000; $250
► WKAQ-TV (2) CBS; Inter-American; 140,000; $375
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.; 30,870

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 14,800; $170

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; 50,000; $280

CHARLOTTETOWN, P.E.I.†—
► CFCY-TV (13) CBS; All-Canada, Weed; 20,000; $190

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Canadian Reps., Oaks, Tv Reps. Ltd.; 60,000; $325

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; CBC; 40,000; $300

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 542,116; $550

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; 52,000; $280

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,313; $400

LETHBRIDGE, ALTA†—
► CJLH-TV (7) CBC; All-Canada, Weed; 14,200; $160

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $450

MONCTON, N. B.—
► CKCW-TV (2) CBC, ABC, CBS, NBC; Canadian Reps.; $60,000; $200

MONTREAL, QUE.—
► CBFT (2) CBC (French); CBC; 494,000; $1,000
► CBMT (6) CBC; CBC; 484,000; $750

NORTH BAY, ONT.—
► CKGN-TV (10) CBC; Canadian Reps.; 13,500; $160

OTTAWA, ONT.—
► CBOFT (9) CBC (French); CBC; 82,000; $300
► CBOT (4) CBC; CBC; 98,000; $400

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 36,000; $260

PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; 17,202; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 40,000; $260

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; 30,000; $240

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC, ABC, CBS, NBC; All-Canada, Weed; 70,554 (including U. S.); $300

ST. JOHN'S, NFLD.†—
► CJON-TV (6) CBC, CBS, NBC, ABC; Weed; 18,560; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Canadian Reps. Tv Reps. Ltd., Oakes; 27,080; $230

SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,000; $260

SHERBROOKE, QUE.†—
► CHLT-TV (7) CBC; Young, Hardy; $400

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 46,690; $240

TIMMINS, ONT.†—
► CFCL-TV (6) CBC; Renaurd, McGillvra; 10,194; $160

TORONTO, ONT.—
► CBLT (6) CBC; CBC; 480,000; $1,000

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 159,000; $580

VICTORIA, B. C.—
► CHEK-TV (6) CBC; Tv-Reps. Ltd, Forjoe; 30,000; $210

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; 1,568,000 (including U. S.); $1,100

WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; 22,000; $235

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 75,000; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; 91,040; $240

TIJUANA (SAN DIEGO)—
► XETV (6) ABC; Weed; 409,420; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WHUM-TV Reading, Pa.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WHTO-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kans.; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KMBT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.

True color... high definition

yours with GPL's 3-Vidicon Color Film Chain

Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain developed and manufactured by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy integration with your present monochrome film layout.

These and the many other outstanding features of this chain will make color film telecasts a profitable feature of your station. Ask GPL engineers to show you how.

GPL

General Precision Laboratory Incorporated

63 Bedford Road, Pleasantville, N. Y. • 188 W. Randolph St., Chicago, Ill. • 21 N. Santa Anita Ave., Pasadena, Cal.

Cable Address: PRELAB

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

CBS NEWSMAN Edward R. Murrow was awarded the Navy's highest civilian award—its Distinguished Public Service Award—in ceremonies held last Wednesday (Jan. 30) in the office of Secretary of the Navy Charles S. Thomas in Washington. The honor was presented by Secretary Thomas (l) for Mr. Murrow's presentation of Navy activities and on his *See It Now* series. Most recent of the Navy activity programs presented on the *See It Now* series was "Revolution in the Navy" (Nov. 18, 1956), an hour-long show on the changes imposed on the service by the introduction of atom power and guided missiles into modern warfare.

Housewife Wins Edison Award

WINNER of the Fifth Edison Radio Amateur Award is a housewife in suburban Philadelphia, Mrs. Mary Burke, W3CUL, 265 Waverly Road, Morton, Pa., it was announced last week.

Mrs. Burke operates daily in six Morse Code radio networks and handles 3,000 radio messages a month for overseas servicemen. The judges for the award, sponsored by General Electric, named eight other radio amateurs for special citations and commended 21 nominated for outstanding CD radio communications activities.

AWARDS

ABC-TV's *Ozark Jubilee* (Sat., 10-11 p.m. EST), cited by Missouri State Senate for having provided "wholesale entertainment each week for nearly 20 million Americans of all ages." Program is produced by Crossroads Tv Productions, and originates from Springfield, Mo.

Richard A. Moore, president of KTTV (TV) Los Angeles, and **Bill Welch,** director of special events for station, commended by Board of Supervisors of Los Angeles County for station's "heroic" coverage of Santa Monica fire [B•T, Jan. 14].

S. W. McCready, general manager of KVAL-TV Eugene, Ore., honored with citation for community service by Eugene Chamber of Commerce.

W. R. Davidson, general manager of WAKN Aiken, S. C., named Aiken's "Man of the Year" for 1956. Award is presented to man making "greatest contribution to his city and county through civic work."

Liz Brandt, KTRK-TV Houston weathergirl, awarded honorable mention by AP Managing Editors Assn. for story in connection with "jetcasts" on her weather show. Pilots of 111th Fighter Interceptor Sqdn. of Air National Guard report Texas weather directly to Miss Brandt during their jet flights.

WLBG Clinton, S. C., cited by Clinton Junior Chamber of Commerce for its cooperation and promotion of civic projects and community service.

Pat Bishop, KFI, and **Frank Goss,** KNX, both Los Angeles, received certificates from Los Angeles Civil Defense and Disaster Board, honoring them for their contribution of time and talent to the civil defense effort.

WALK-AM-FM Patchogue, N. Y., received plaque and citation of Merit from Muscular Dystrophy Assn. of America for their "distinguished service" during recent March for Muscular Dystrophy.

Delvina Wheeldon, WCKY Cincinnati, women's commentator, received medallion and citation from Lockheed Aircraft Corp. for "contribution to Air Defense understanding" through radio series and for being first woman to break sonic barrier as passenger in jet plane.

Ed Sullivan, emcee of CBS-TV *Ed Sullivan Show,* chosen "Man of the Year" by Chicago Press Club, with award to be made at annual President's dinner, Sheraton Hotel, Feb. 7.

GEORGIA Assn. of Broadcasters through President L. H. Christian, WRFC Athens, presented to B•T and its Editor-Publisher Sol Taishoff a plaque in commemoration of the magazine's 25th anniversary. The presentation was made to Eleanor Manning, sales service manager, New York, by GAB President Christian, at the 12th annual session of the Georgia Radio and Television Institute, [B•T, Jan. 28], held at the University of Georgia's Henry W. Grady School of Journalism in Athens. Miss Manning spoke at the session.

The Tulsa Station with...
★ COVERAGE
★ PERSONALITIES
★ RATINGS
★ ECONOMICAL RATES...
Ask your BLAIRman FOR THE Tulsa Story!

KRMG
740 KC - 50,000 Watts
TULSA, OKLAHOMA
• The GREAT INDEPENDENT OF THE SOUTHWEST...

Somewhere Every Day
Radio and Television Stations are accused of Committing
LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators
You can't predict claims—
BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO

INTERNATIONAL

Government Aid to CBC To Drop During Fiscal Year

CANADIAN Broadcasting Corp. will receive almost $1 million less from the government in the forthcoming fiscal year, starting April 1, than in the present year, according to estimates tabled by Finance Minister Walter Harris at Ottawa. CBC estimates for the new fiscal year total $36,138,615 compared to $37,263,976 in the current fiscal year.

The drop is accounted for mainly by lowered receipts from the 15% excise tax on radio and television receivers and parts, all of which is allocated for the CBC. The decline in excise tax receipts is due in part to lower prices for tv and radio receivers and a drop in sales in tv sets over the past year. In the current fiscal year about $17 million in excise tax was collected; next year this is expected to drop to $16 million.

CBS also receives, as part of total revenues, a government grant of $6,250,000 for radio, and $12 million for television, and a sum for operating an international shortwave service for the government.

CARTB March Conference To Feature Open Sessions

THE THREE DAY annual meeting of the Canadian Assn. of Radio and Television Broadcasters at Quebec City, March 25-27, will be divided into three main sessions. The opening day, to be devoted entirely to matters of radio broadcasting, will be open to non-members. The last day will be devoted entirely to television dicsussions and speeches and also will be open to non-members.

This differs from last year's sessions when radio and television matters were discussed at simultaneous meetings open to members, associates, advertisers and agency executives. The open sessions this year will include several panel discussions.

On Tuesday, March 26, closed business meetings of the CARTB will be held for both radio and television sections. The report of the Royal Commission on Broadcasting is slated to be presented to the Canadian government shortly before the CARTB annual meeting, and it is expected that the report will be a major topic at the closed session.

CHAB'S CANDIDATES

CHAB Moose Jaw, Sask., claims to be the only station in Canada with two candidates for the forthcoming Canadian federal election on its staff. Louis H. Lewry, 37, sports director of CHAB, for the past seven years has been mayor of Moose Jaw. He will represent the Cooperative Commonwealth Federation (Socialist) party in the Canadian elections next June. Dick Lillico, 35, announcer at CHAB for the past 12 years, will be candidate for Moose Jaw as Liberal party member. He ran as an independent in the last Saskatchewan provincial election, coming in third, and making the best showing against the Socialist candidate in the past 12 years. Saskatchewan is the only province in Canada with a Socialist government.

CBC Copyright Fees Set

CANADIAN Broadcasting Corp. will pay about $256,000 in fees to the Composers, Authors & Publishers Assn. of Canada (CAPAC)—the Canadian ASCAP—for 1957, according to a ruling of the Canadian Copyright Appeal Board.

The fees are based on 1.6 cents per capita on Canada's population—about 16,080,000—as last reported by the Dominion Bureau of Statistics. The performing rights fees paid by CBC to CAPAC formerly were based on 1 cent per capita of population plus 1¾% of CBC's gross commercial revenue.

INTERNATIONAL PEOPLE

William P. McCadden, formerly with *Toronto Globe & Mail* advertising department, and CKOY Ottawa, Ont., to sales staff of Radio & Television Sales Inc., Toronto, Ont., station representative firm.

INTERNATIONAL SHORTS

S. W. Caldwell Ltd., Toronto, Ont., announces sale of CBS-TV's *Brave Eagle* as French-language show to Canadian Broadcasting Corp. for its French-language tv network. The French version *L'Aigle Noir.*

Standard Super Sound Effects Are a Must—
If you want your commercial "spots" to command attention. Special "Best sellers" – 25 of our most popular discs—available at package price.
Free catalog and "cue teasers" (spots cued to sound effects) sent on request.
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Also send for details on the new Lawrence Welk Library Package; and Sound Effects Library; and Standard Shorty Tunes.

PROGRAM SERVICES

SRTS Appoints Olga Blohm To New General Manager Post

PROMOTION of Olga Blohm to general manager of Standard Radio Transcription Services Inc. was announced last week by Milton M. Blink, STRS president. The post is a newly-created one designed to free Mr. Blink for more concentration on planning and production.

MISS BLOHM

Miss Blohm continues administrative duties and promotion and sale of STRS' Program Library, Sound Effect Library, Shorty Tunes and the new Lawrence Welk Library and additionally will plan all Shorty Tune production.

RCA Victor Custom Plans Outlined at Chicago Meeting

RCA Victor Custom Record Div. of RCA held its annual national sales meeting in Chicago last week with a two-day session centering around plans and overall policy for 1957. The meeting was preceded by three days of conferences in Indianapolis on new shipping, warehousing and manufacturing facilities recently installed in that city.

Division executives at the meeting included Lawrence W. Kanaga, vice president and general manager; William Miltenburg, manager RCA recording; Emmett B. Dunn, manager, RCA Victor custom records; John Y. Burgess Jr., manager, administration; Frank J. O'Donnell, advertising manager; Ralph C. Williams, manager, sales and product planning; John Hendrickson, manager of personnel in New York area.

Sales personnel from the New York area at the sessions were: Richard E. Bylandt, Carl Reinschild, Peter M. Rogers, James R. Cunnison and Marjorie B. Tahaney.

Chicago sales representatives included Alfred E. Hindle, manager, Chicago area; James L. Head and William C. Leonard. The Hollywood office was represented by Richard H. Bucholz, manager, and Geoffrey B. Bennett, director, brand line sales. Edward J. Hines of the Nashville office also attended.

Capitol Records Promotes Sachs

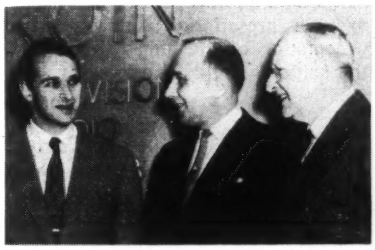
HERB SACHS has been promoted to the post of sales manager of Capitol Records' Custom Dept., with headquarters in New York, it was announced last week by George Jones, new general manager of the department.

PROGRAM SERVICE PEOPLE

John L. Chandler, Syracuse, N. Y., bureau manager, United Press, named division representative for N. Y. State, reporting to Dale M. Johns, northeastern division manager. **William P. Thompson,** former Albany, N. Y., night news manager, succeeds Mr. Chandler.

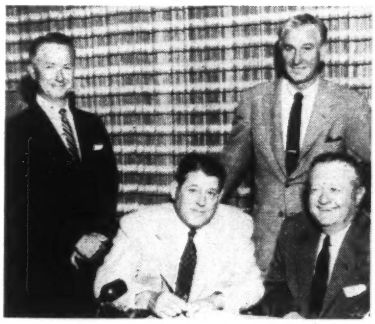
WMBD-AM-FM Peoria, Ill., and the Kroger Co. officials sign a contract by which the company purchases the *Song Shop*, a 25 minute live talent show to be heard daily for 52 weeks beginning Jan. 22. Looking on as William F. Lincer, vice president of the Peoria division of the Kroger Co., signs the contract are (l to r) William Brown, Ralph H. Jones Advertising Agency; Robert M. Riley Jr., national sales manager, WMBD; William Oliver, media director for the company, and Milton Budd, star of the *Song Shop* show and a WMBD staff member for the past 25 years.

SIGNING of a contract for a five-a-week five-minute newscast by Harry Marble (l), former CBS announcer, over WGAN Portland, Me., is completed by Halsey Smith (c), president of Casco Bank & Trust Co., of Portland. Francis H. Farnum Jr., WGAN manager is at the right. Sponsored by the Casco Bank, the news program is one of four broadcast daily by Mr. Marble, who commutes 120 miles to Portland from his residence in the Maine coastal village of Bremen.



FINALIZING plans for the presentation of the first of regular 1957 Monday evening concerts by the Portland Symphony Orchestra over KOIN Portland, Ore., are officials of the station, orchestra and Pacific Trailways, sponsor of the weekly programs through Kendon Adv. Agency. Discussing the first remote are (l to r) symphony conductor Theodore Bloomfield; Leonard L. Bolton, Pacific Trailways district manager, and KOIN Managing Director Harry H. Buckendahl.

THIRD year of Paxton & Vierling Steel Co. sponsorship of KMTV (TV) Omaha, Neb., evening news is signed for by Fred Owen, president of Omaha firm. L to r: Harrison Kohl, KMTV account executive; Mr. Owen; Ed Owen, Paxton & Vierling; Milt Stephan, Allen & Reynolds Adv. Agency radio-tv director; Owen Saddler, KMTV general manager.



TED RYAN of Ryan Chevrolet in Wausau, Wis., signs a contract for his firms' sponsorship on WSAU-TV Wausau, Wis., of a number of feature films from the 20th Century-Fox library released to television. He makes the deal official while representatives of the Ryan firm and of the station look on. At the signing (l to r): E. J. O'Rourke, assistant zone manager for Ryan Chevrolet; Mr. Ryan; Bart Kellhauser, WSAU-TV program director, and Dick Dudley, assistant general manager of the station.

A 52-WEEK contract is signed by George Baker, National Airlines president, for *Howard Brown and the News* on WTVJ (TV) Miami. L to r: William Brazzil, WTVJ national sales director; Mr. Baker; Peter Finney, vice president of Agey Adv., agency for the airline, and Mitchell Wolfson, president of WTVJ.

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business
So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.
HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

PROGRAMS & PROMOTIONS

Fire Hits Alaska Station; Competitor Covers, Assists

A FIRE last month in one Fairbanks, Alaska, tv station was shown live on another, following which the damaged station was offered facilities by its rival until its transmitter was put back in action.

KTVF (TV) suffered serious damage from a fire which started in the basement. KFAR (TV), a block away, was on the air with the fire within 15 minutes after the alarm sounded. After complete coverage of the blaze, KFAR offered to carry many programs and spots of KTVF without charge.

The damaged station was back on the air five days later.

Employes Become 'Troopers'

TO PROMOTE additional interest in its new tv series, *State Trooper,* Falstaff Brewing Corp. issued certificates naming its employes honorary state troopers prior to the first public showing of the films. The series stars Rod Cameron, who signed the certificates, and features true stories from the files of Nevada law enforcement agencies. The certificates were mailed to the homes of Falstaff employes.

WLWD's Educational Programming

WLWD (TV) Dayton, in cooperation with the Dayton Educational Foundation, has scheduled four tv programs of an educational nature. The most recent programs are *The Farm—1957,* which began the end of January on alternate Saturdays, 1:30-2 p.m. EST, and *Type Right,* a 16-weeks typing course to be shown on Saturday, 1-1:30 p.m. EST, starting Feb. 9.

Tv Carries Methodist Series

TV STATIONS throughout the country currently are donating public service time for a new 30-minute dramatic series, *The Way,* produced by the Television, Radio and Film Commission of the Methodist Church, the organization has reported. Occasion was the kickoff of the program on WTTW (TV) Chicago, non-commercial, educational station, for 13 weeks. The series is released through the National Council of Churches in Christ in the USA and presented locally by the Church Federation of Greater Chicago.

'The Way to a Man's Heart'

"THE WAY to a man's heart, etc." must have been the idea behind the bottle of "bathtub gin" which WRCA-TV New York sent recently to newspaper and trade press editors. The gin was used to call attention to the "Roaring Twenties" feature film scheduled to be shown on that station. A memorandum attached to the bottle said, "If your prescription runs out during the presentation of the film, call Circle 7-8300 [the station's number] and say Cagney sent you."

RCA's Home Listening Campaign

MOST intensive first quarter advertising-promotion campaign in RCA Victor radio and "Victrola" division history is currently underway, it was announced last week by R. E. Conley, the division's advertising and sales promotion manager. Bulk of the drive, which lasts through February, will be devoted to RCA's "45" rpm Victrolas and other RCA home listening products. All media will be used, with a total of 25 commercials placed in the lineup of NBC-TV programs sponsored by RCA Victor—*Producers' Showcase, Perry Como Show,* and *Saturday Night Color Carnival.* Also to be used is NBC Radio's weekend *Monitor.* Agencies are Grey Adv. for RCA Victor "45" records and Kenyon & Eckhardt for radios, phonographs and tape recorders.

WXLW GETS 2 NEWS UNITS

INDEPENDENT 5 kw WXLW Indianapolis, Ind. recently moved in two mobile units for its news bureau and called them "Impact." The station hired Bill Anderson, local newsman, to direct activities of the 10-man news staff.

WXLW equipment has RCA Carfone 150 vhf transmitters and receivers in the 1957 Pontiac station wagons. The station will cover spot news in the city and in Marion County.

INDIANAPOLIS executives of WXLW test news mobile broadcast equipment. L to r: Robert D. Enoch, vice president and general manager; Frederic Ayres, secretary, Radio Indianapolis Inc., and Lyman S. Ayres, president, with Bill Anderson, news director.

help your heart fund
®
help your heart

3-D TV WINS BY A NOSE

"IT'S all done with mirrors" was right explanation for viewers of Dr. Martin L. Klein's first presentation of three-dimensional television on his weekly *Adventure Tomorrow* show scheduled last Saturday (Feb. 2) over KABC-TV Los Angeles.

With a standard pocket mirror rotated lengthwise at the end of their noses, home viewers were to see a train race into their living rooms, a balloon burst, and have a chance to dance with a beautiful model.

In noting that his 3-D television technique requires no special glasses or electronic devices, Dr. Klein offered the following "simple" instructions for viewers:

"Sit in front of your set, about one or two feet away, and directly in the middle of the screen. Put a pocket mirror up to your nose, lengthwise, the reflecting surface to the right. Now fix your vision on the picture. Rotate the mirrow until the right image [on the electronically split screen] is superimposed on the left image."

Dr. Klein explained that "the principle of all three dimensional viewing is based on taking two pictures simultaneously of the same subject from different angles."

In his 3-D tv demonstration, two television cameras, each representing one eye, transmit pictures simultaneously of the same subject, Dr. Klein said. The left eye camera image is transmitted unaltered, but the right eye camera is electronically reversed, he said thus splitting the screen.

"To see the results in 3-D now requires that we direct each half of the screen to one eye. This can be done simply by using a pocket mirror," Dr. Klein said.

Most people object to wearing special lenses, so "we developed a technique for 3-D television—the 'Reticulated Lenticular Electronic 3-D System'—which requires no glasses," he added.

Dr. Klein noted that this system, soon to be adopted for commercial tv, requires a special television tube.

Georgia's State-Wide Newscast

WAGA Atlanta, WGAC Augusta, WMAZ Macon, WRFC Athens and WRGA Rome, all Ga., have combined efforts to bring their listeners a state-wide news broadcast. A 15-minute newscast, originating from WAGA, is broadcast, picked up and then re-broadcast to the other four cities. Program features up-to-the-minute happenings in and around the state capitol scene and frequently asks member stations for news reports from their areas that might be of state-wide interest.

GE Promotes Community Relations

A PROMOTION song, "Kentucky," placed on six of seven Louisville radio stations by General Electric Co., has joined the list of popular local tunes and is being played frequently on a sustaining basis. All Louisville stations but WINN accepted the recording on a sponsored basis, with George R. Nelson Inc., Schenectady, N. Y., as GE agency. Mr. Nelson was credited with writing the song for use in connection with GE's community relations program. The Louisville appliance plant employs 16,000 persons. Charles K. Rieger, GE vice president in charge of major appliance production, was credited with the musical promotion idea. WINN felt the song was so good that it deserved performance on a sustaining basis, according to Glen A. Harmon, vice president and operations director. Copies of the record have been sent to chambers of commerce in Kentucky as a suggested guide to campaigns designed to bring in new industries.

Ohio Station Advertises in N. Y.

IF NEW YORK advertisers and timebuyers are unaware of the pulling power of WBNS-TV Columbus, Ohio, it won't be because the station has failed to promote itself. It has bought the ID's of WCBS-TV New York to advertise the Columbus market it serves. WBNS-TV thought using N. Y. tv time to sell tv time would be a good idea because such "an attractively high percentage of tv timebuyers live, and watch tv in N. Y." The campaign will run from Feb. 8 through Feb. 11 and will be followed up by prestige magazine ads, direct mail tie-ins and supplementary trade magazine ads.

KPRK Salutes Its Sponsors

IN CONNECTION with the celebration of its tenth anniversary, KPRK Livingston, Mont., presented a special program to salute the sponsors who had been with the station since it started in 1947. The advertisers were presented with a "lucky buck," a personal letter and an "Ode to a Ten Year Sponsor." The station also played the original recordings of its first program in 1947 and held an open house for its sponsors.

3

Get the Big 3 in your next TV commercials:

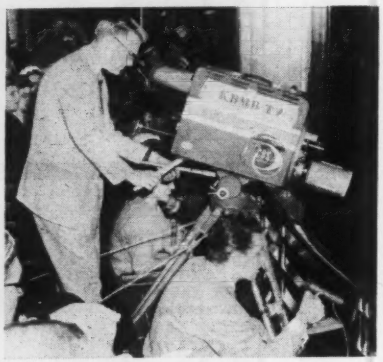
1. CREATIVITY
2. ADVERTISING LOGIC
3. QUALITY PRODUCTION

Let Fred Niles Productions produce your next live action or animated spot. Staff of film experts will translate your ideas into sparkling, *pace-setting* TV commercials that SELL. Large facilities for live action shooting. Complete creative staff of writers and artists at your service.

To see samples of work produced for some of the nation's leading advertisers, write to Department B for a sample reel of TV commercials.

FA N

FRED A. NILES
Productions, Inc.
Films for theatre, TV & industry
22 W. HUBBARD ST., CHICAGO 10
In Hollywood: RKO-Pathe, Culver City



CHIEF CAMERAMAN Dennis Falk of KBMB-TV Bismarck, N. D., brings his camera into focus as he begins telecasting the first joint session of the North Dakota Legislature ever to be televised. Rig Olsen (r), chief announcer for the station, describes the recent proceedings. Later the same day a second remote was picked up from the World War Memorial Bldg., where the Governor's Inaugural Ball was held. KBMB-TV is the Bismarck outlet for the North Dakota Bcstg. Co.

Stock Exchange Mails Scripts

NEW YORK Stock Exchange last Friday sent to member companies copies of radio and television scripts that investment firms may use as tie-ins with the Exchange's advertisements in newspapers and magazines. The Exchange recommends that brokerage companies use their radio-tv spot announcements schedules to point out the availability of literature on investment processes from the Exchange or member companies.

Toys for Children Santa Forgot

WNHC-TV New Haven reported last week that the station conducted a highly successful "Toys-For-Children-Santa-Forgot" campaign on the station's *Happy The Clown* program. The toys, which came from youngsters and from business organizations, were presented to the Southbury (Conn.) Training School, for retarded children.

'King and Queen of Hearts'

PERRY COMO and Dinah Shore were declared the winners in a nationwide poll conducted among U. S. djs to determine America's "King and Queen of Hearts" in support of the 1957 American Heart Assn.'s Heart Fund Campaign. Both won the crown in 1954. "Coronation" ceremonies will take place on a program to be aired on NBC Radio Feb. 13, 9:30-10 p.m., and repeated on ABC Radio the following night at 8 p.m.

New Constitution for N. Y.?

QUESTION of whether New York state should have a new constitution was taken up in a series of five discussion programs which started Jan. 24 on WQXR New York. Titled "New York State Constitution—Time for a Change?" the series, featuring leading civic and educational officials, has been scheduled on the 2:30-3 p.m. Alma Dettinger program, *Other People's Business.*

Remote of Priests' Ordination

WBZ-TV Boston was scheduled to pre-empt its regularly scheduled shows last Saturday from 9 a.m.-12 noon EST to present a special remote pick-up of the ordination of 38 priests from the Cathedral of the Holy Cross in Boston. A station spokesman said last week that the program would mark the first time ordination ceremonies have been telecast from the Cathedral.

'Rock-Around-The-Clock' Sale

GENERAL bedlam prevailed recently in downtown Tyler, Tex., as the antics of two disc jockeys from station KTBB there attracted hundreds of buyers—and spectators—to the "Rock-around-the-clock" all-night sale at the Glen Flinn appliance store. Disc jockeys Sonny Dunagan and Jack Rollings dressed in nightgowns and various hats, played records, gave away money, read commercials and frolicked in the store's show window from 6 p.m. to 6 a.m. during the bargain sale. Throughout the marathon, various stunts were suggested to the listening audience and $5 bills were awarded to the spectators who performed them.

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NATION-WIDE SERVICE

FOR THE RECORD

New Tv Stations . . .

ACTIONS BY FCC

Florence, Ala.—Tv Muscle Shoals Inc. granted uhf ch. 41 (632-638 mc); ERP 15.8 kw vis., 7.94 kw aur.; ant. height above average terrain 390 ft., above ground 343 ft. Estimated construction cost $76,376, first year operating cost $150,000, revenue $150,000. P. O. address % Richard B. Biddle, Cypress Mill Rd., Florence. Studio location Florence. Trans. location Florence. Geographic coordinates 34° 49′ 07″ N. Lat., 87° 41′ 45″ W. Long. Trans. GE, ant. GE. Legal counsel John C. Martin. Consulting engineer Frank H. McIntosh & Assoc. No construction to begin until application to modify ant. of **WOWL Florence,** as proposed, is filed and granted. Principals include **Richard B. Biddle,** 25% (52% owner of WOWL Florence and 25% **WGAD Gadsden, Ala.**); **C. V. Green** (grocery interests); **James B. Gambill** (gasoline, oil distributor), **O. B. Miley** (automobile agent), **George W. McBurney** (real estate owner-developer), all 12.5%; **Radio Muscle Shoals Inc.,** 25% (applicant for am in Huntsville, Ala.). Announced Jan. 30.

Casper, Wyo.—Donald Lewis Hathaway granted vhf ch. 6 (82-88 mc); ERP 12.87 kw vis., 7.72 kw aur.; ant. height above average terrain 77 ft., above ground 381 ft. Estimated construction cost $147,375, first year operating cost $85,000, revenue $90.000. P. O. address Box 930, Casper. Studio and trans. location Casper. Geographic coordinates 42° 51′ 00″ N. Lat., 106° 16′ 22″ W. Long. Trans. and ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Gautney & Jones, Washington. Mr. Hathaway is owner of **KSPR Casper.** Announced Jan. 30.

KHVH-TV Honolulu, T. H.—FCC by memorandum opinion and order granted petition for reconsideration filed by ch. 4 **KULA-TV Honolulu** to extent of designating application of **Kaiser Hawaiian Village Television Inc.** for new tv (KHVH-TV) on ch. 13 in Honolulu for oral argument on Feb. 12 on issues raised by KULA-TV protest; made KULA-TV party to proceeding, and postponed effective date of Dec. 5 grant to Kaiser pending determination in hearing. Announced Jan. 30.

APPLICATIONS

Hayes, Kan.—KAYS Inc., vhf ch. 7 (174-180 mc); ERP 81.3 kw vis., 44 kw aur.; ant. height above average terrain 663 ft., above ground 748 ft. Estimated construction cost $183,675, first year operating cost $87,300, revenue $114,330. P. O. address Box 695, Hays. Studio and trans. location 23d and Hall Sts. Geographic coordinates 38° 53′ 05″ N. Lat., 99° 20′ 20″ W. Long. Trans. Standard Electronics, ant. Alford. Legal counsel Abe L. Stein, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of **KAYS Hays.** Announced Jan. 24.

Ogden, Utah—United Telecasting and Radio Co., vhf ch. 9 (186-192 mc); ERP 9.5 kw vis., 4.75 kw aur.; ant. height above average terrain -379 ft., above ground 437 ft. Estimated construction cost $70,000, first year operating cost $125,000, revenue $135,000. P. O. address 1538 Gibson Ave., Ogden. Studio and trans. location 1538 Gibson Ave. Geographic coordinates 41° 14′ 18″ N. Lat., 110° 58′ 34″ W. Long. Trans. and ant. RCA. Consulting engineer Vincent E. Claryton, Salt Lake City. Principals are **United Bcstg. Co.** (80%), owner, **KVOG Ogden; Richard K.** and **Robert G. Hemingway** (10% each), Utah and Idaho banking, insurance and other interests. Announced Jan. 24.

APPLICATION AMENDED

White Heath, Ill.—Application of **Plains Television Corp.** seeking new tv amended to make minor changes in ant. system and overall height above ground. Announced Jan. 24.

Existing Tv Stations . . .

ACTION BY FCC

KOAT-TV Albuquerque, N. M.—Application seeking transfer of control amended to substitute exhibit and show additional stockholders. Announced Jan. 28.

APPLICATIONS

WICS (TV) Springfield, Ill.—Seeks cp to change ERP to 811 kw vis., 367 kw aur., change trans. location, type trans. and ant. and make other equipment changes. Announced Jan. 25.

WARD-TV Johnstown, Pa.—Seeks mod. of cp

Station Authorizations, Applications
(As Compiled by B•T)

January 24 through January 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through Jan. 30

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,016	2,982	178	353	145
Fm	537	516	48	47	0

FCC Commercial Station Authorizations

As of December 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,971	516	265
Cps on air	37	14	246
Cps not on air	117	24	120
Total authorized	3,125	554	631
Applications in hearing	164	2	109
New station requests	291	5	59
New station bids in hearing	114	0	72
Facilities change requests	154	6	45
Total applications pending	917	86	386
Licenses deleted in December	2	0	0
Cps deleted in December	1	0	2

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Jan. 30

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	379	91	470[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	342	321	663[1]
Noncomm. Educational	25	21	46[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,057	337	825	568	1,394[3]
Noncomm. Educ.	64		37	27	64[4]
Total	1,121	337	862	595	1,458[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 710 already granted.

to change frequency to ch. 19 (500-506 mc); change studio location to ¼ mile north of Frankstown Rd. (Rte. 53) and 1.56 miles east of jct. of Stony Creek and Conemaugh River, Conemaugh Twp., change ERP to 81.5 kw vis., 44 kw aur., install new trans., change ant. and make other equipment changes. Requests waiver of Sec. 3.613 of Commission rules. Announced Jan. 25.

WTVK (TV) Knoxville, Tenn.—Seeks mod. of cp to install new ant. system. Announced Jan. 25.

KIMA-TV Yakima, Wash.—Seeks cp to change ERP to 103.8 kw vis., 51.9 kw aur., make minor ant. and equipment changes. Announced Jan. 24.

Translators . . .

ACTION BY FCC

Saratoga, Wyo.—Saratoga Television Co. granted ch. 70 (806-812 mc) to translate programs of ch. 5 **KFBC-TV Cheyenne, Wyo.** P. O. address % John Glode, Saratoga. Trans. output 10 w, ERP to community 36 w. Estimated population to be served 1,500. Estimated construction cost $4,517, first year operating cost $1,480. Announced Jan. 23.

APPLICATIONS

Roosevelt, Neola and Fort Duchesne Area, Utah — Uinta Basin Television Co., chs. 70 (806-812 mc) and 75 (836-842 mc) to rebroadcast ch. 5 **KSL-TV Salt Lake City, Utah.** P. O. address % R. Earl Dillman, president, Roosevelt. Trans. output, 10 w each, ERP to community, respectively, 700 w and 144 w. Estimated population to be served 5,000. Estimated construction cost $5,550, estimated first year operation cost $1,400. Announced Jan. 25.

New Am Stations . . .

ACTIONS BY FCC

Phoenix, Ariz.—FCC by memorandum opinion and order granted protest, petition for reconsideration, etc., filed by **Poole Bcstg. Co.**, to extent of designating for evidentiary hearing application of **Q Bcstg. Co.** for new am on 740 kc, 1 kw DA-D in Phoenix; postponed effective date of Dec. 5 grant to Q pending determination in hearing. Announced Jan. 30.

Orlando, Fla.—Orlando Radio & Television Bcstg. Corp. granted 1270 kc, 5 kw D. P. O. address % **WMFJ Daytona Beach, Fla.** Estimated construction cost $29,344.75, first year operating cost $120,000, revenue $135,000. Principals include Pres. **Emil J. Arnold** (50%), 50% owner of **WALT Tampa, Fla.**, 51% owner of **WINN Louisville, Ky.**, 50% owner of WMFJ; Vice Pres. **Robert E. Wasdon** (25%), vice pres. of WALT, WINN and WMFJ, and Secy.-Treas. **Jack Siegel** (25%), secy. of WALT, WINN and WMFJ. Announced Jan. 30.

Diboll, Tex.—Arthur Temple Jr. granted 1260 kc, 1 kw D. P. O. address Diboll. Estimated construction cost $13,265, first year operating cost $36,000, revenue $48,000. Mr. Temple holds business interests. Announced Jan. 30.

Quincy, Wash.—Quincy Valley Broadcasters granted 1370 kc, 1 kw D. P. O. address Box 1025 Camas, Wash. Estimated construction cost $14,562, first year operating cost $23,000, revenue $31,000. Principals include **Donald R. Nelson** (65%), employe, **KRIV Camas, Wash.**; **Richard C. Singleton** (15%); **L. D. Adcox** (10%), and **Gene R. Johnsick**, KRIV employes. Announced Jan. 30.

APPLICATIONS

Durango, Colo.—Basin Bcstg. Co., 1490 kc, 250 w unl. P. O. address Box 663, Durango. Estimated construction cost $20,009, first year operating cost $36,000, revenue $60,000. Principals include **Henry M. Long** (pres.-20%), radio station supervisor, Colo. State Patrol; **William H. Boulden** (18%), employe, La Plata Electric Assn., Durango; **Carl W. Boulden** (6%), construction foreman; **Delbert W. Montgomery** (8%), employe, La Plata Electric Assn., and **John C. Peters** (12%), real estate interests. Announced Jan. 25.

Waverly, Iowa—Burt N. Murphy and Wilbur L. Schield d/b as Cedar Valley Bcstg. Co., 1470 kc, 1 kw DA-D. P. O. address 224 Seventh Ave., S.W., Oelwein, Iowa. Estimated construction cost $32,117, first year operating cost $42,000, revenue $48,000. Mr Murphy has been chief engineer, **KOEL Oelwein**, and Mr. Schield is 25% owner of Waverly firm manufacturing motor cranes and steam shovels. Announced Jan. 25.

Clare, Mich.—Gateway to the North Bcstg. Corp., 1450 kc, 100 w unl. P. O. address % **John E. Cobb**, 436 W. Fifth St., Clare. Estimated construction cost $13,385, first year operating cost $33,000, revenue $43,000. Principals are ⅓ owners, Mr. Cobb, local furniture store employe, and **Dan** and **Genevieve McDonald**, operators of automobile sales-service firm. Announced Jan. 25.

Laconia, N. H.—Radio Industrial Engineering Co., 1490 kc, 250 w unl. P. O. address % **W. F. Rust Jr.**, 130 Silver St., Manchester, N. H. Estimated construction cost $11,000, first year oper-

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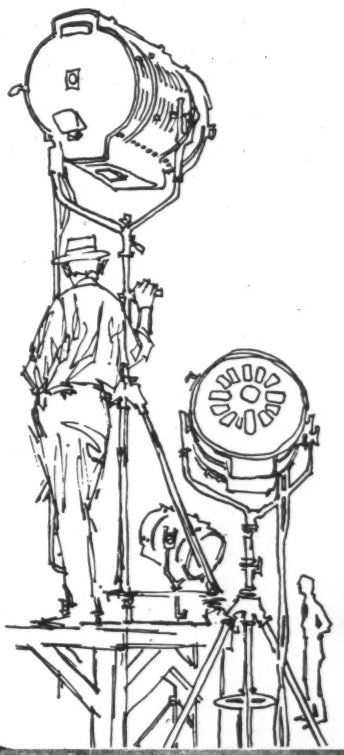

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ating cost $40,000, revenue $50,000. Mr. and Mrs. Rust own 100%. He owns Manchester, N. H., broadcast equipment factory and interests in **WKBR-AM-FM Manchester, WTSL Hanover, WTSN Dover** and **WTSV-AM-FM Claremont,** all N. H., and has applications pending to buy shares which will give him controlling interests in each. He also has controlling interest in application for new am in **Keene, N. H.** Announced Jan. 30.

Tularosa, N. M.—Max I. Rothman, 1540 kc, 1 kw D. P. O. address Box 75, High Rolls-Mountain Park, N. M. Estimated construction cost $12,898, first year operating cost $15,000, revenue $28,000. Mr. Rothman owns **KMFM Mountain Park.** Announced Jan. 24.

Jamestown, Tenn.—Jamestown Bcstg. Co., 1260 kc, 1 kw D. P. O. address % **Dr. Gene Cravens,** Crossville, Tenn. Estimated construction cost $19,639, first year operating cost $24,000, revenue $36,000. Principals are ⅓ owners, Dr. Cravens, Crossville medical doctor; **Dr. H. F. Lawson,** Crossville medical doctor, and **Stanley Cravens,** owner, Jamestown furniture store. Announced Jan. 24.

Marysville, Wash.—Joe Chytil, 1230 kc, 250 kw unl. P. O. address Box 827, Chehalis, Wash. Estimated construction cost $8,878, first year operating cost $36,000, revenue $48,000. Mr. Chytil is vice president and general manager of **KELA Centralia-Chehalis.** Announced Jan. 30.

Viroqua, Wis.—Parks Robinson, 1320 kc, 500 w D. P. O. address Box 190, Wellston, Ohio. Estimated construction cost $17,397, first year operating cost $38,000, revenue $40,000. Mr. Robinson is gen. mgr.-90% owner, **WKOV Wellston.** Announced Jan. 30.

Existing Am Stations . . .

APPLICATIONS

KVBC Farmington, N. M.—Seeks cp to change frequency from 1240 kc to 1390 kc, change power from 250 w to 1 kw-5 kw local sunset, change ant.-trans. location, install DA-N, make changes in ground system and install new trans. Announced Jan. 28.

WIPS Ticonderoga, N. Y.—Seeks cp to increase power from 500 w to 1 kw and make changes in transmitting equipment. Announced Jan. 28.

WJUN Mexico, Pa.—Seeks cp to increase power from 250 w to 1 kw and install new trans. Announced Jan. 28.

WGH Newport News, Va.—Seeks cp to change from DA-D to DA-N. Announced Jan. 28.

APPLICATION AMENDED

KRDU Dinuba, Calif.—Application seeking cp to change frequency from 1240 kc to 1130 kc, increase power from 250 w to 1 kw, install DA-1 and new trans. and change ant.-trans. location, amended to make changes in DA and ground systems. Announced Jan. 28.

New Fm Stations . . .

APPLICATIONS

Los Angeles, Calif.—Armin H. Wittenberg Jr., 106.7 mc, 60.7 kw unl. P. O. address 622 N. Oakhurst Drive, Beverly Hills, Calif. Estimated construction cost $15,500, first year operating cost $12,000, revenue $12,000. Mr. Wittenberg is L. A. automobile dealer. Announced Jan. 30.

Takoma Park, Md.—Washington Missionary College Inc., 91.9 mc, .008 kw unl. P. O. address % Stephen S. Hiten, WMC Takoma Park, Washington 12, D. C. Estimated construction cost $1,575, no revenue. Proposed grant is for noncommercial educational purposes. Announced Jan. 30.

Existing Fm Stations . . .

APPLICATIONS

KNOB (FM) Long Beach, Calif.—Seeks cp to change frequency to 97.9 mc, ERP to 11 kw, ant. height above average terrain to 430.5 ft., and change trans. and ant. system. Announced Jan. 24.

WFAN (FM) Washington, D. C.—Seeks cp to change ERP to 9.32 kw and change type trans. Announced Jan. 24.

Ownership Changes . . .

ACTIONS BY FCC

KTML Marked Tree, Ark.—Granted assignment of license from **Earl W. Daly** to **Poinsett County Radio Broadcasting Co.** for $21,788. Poinsett principals are ⅓ partners, **Kohn Bray** and **L. V. Ritter Jr.,** gas appliance interests, and **J. E. Singleton,** theatre owner. Announced Jan. 30.

KVVG (TV) Tulare, Calif.—Granted transfer of control from **UHF Telecasting Corp.** to **James Stacy** through sale of stock for $10,000. Announced Jan. 30.

WTWB Auburndale, Fla.—Granted assignment of license from **R. E. Hughes** to **L. M. Hughey** for $50,000. Mr. Hughey owns Tampa, Fla., petroleum products firm. Announced Jan. 30.

KOCO Salem, Ore.—Granted assignment of license from **B. Loring Schmidt** to **Salem Bcstg. Co.** for 25% ownership in Salem Bcstg. Salem Bcstg. principals, each 25% owner, are **C. O. Fisher** (66% owner, **KUGN-AM-FM Eugene, Ore.**), **Nancy A. Harrison** (34%, KUGN-AM-FM), and **Jane G. Fisher,** sisters and brother. Announced Jan. 30.

KTIL Tillamook, Ore.—Granted acquisition of positive control and assignment of license to **Fred H. and Geraldine H. Guyton** through purchase of 49% of stock from **B. C. Lamb** and **Amelia Lamb** for $17,000. Mr. and Mrs. Guyton will own 100%. Announced Jan. 30.

KNOK Fort Worth, Tex.—Granted assignment of license from **Associated Bcstrs. Inc.** to **Associated Bcstrs. Inc.** (new corp.) for $220,000. Sole stockholder of proposed assignee is **John W. Kluge,** who is pres.-majority stockholder of **KXLW St. Louis, Mo.; WILY Pittsburgh, Pa.; WKDA Nashville, Tenn.,** and **WGAY Silver Spring, Md.** He owns 37% of **WLOF Orlando, Fla.,** and 37% of **Mid-Fla. Television Corp.,** applicant for Orlando, Fla. tv. Announced Jan. 30.

KWEL Midland, Tex.—Granted assignment of cp from **George Wayne Inglis** and **Elvis Leo Roberts** to **Great Western Radio Co.** Principals are **Jerry Covington,** 70%, and Mr. Inglis and Mr. Roberts, 15% each. Mr. Covington is Midland geologist. Announced Jan. 30.

KHON Honolulu, T. H.—Granted assignment of license from **William V. Pacheco and Allen R. Hawkins,** co-commissioners appointed by court, to **South Pacific Bcstg. Co.** for $75,000. South Pacific is 99.6% owned by **Shirley Louise Mendelson,** Honolulu. **Jack Colon,** employe of KHON, is vice pres.-.1% owner. Announced Jan. 30.

APPLICATIONS

KFFA Helena, Ark.—Seeks assignment of license from **J. Q. Floyd, John Thomas, Franklin** and **Sam Anderson** d/b as **The Helena Broadcasting Co.** to **J. Q. Floyd, Sam W. Anderson and Deasdia A. Franklin,** administratrix of estate of John T. Franklin, deceased. Each will be equal partner. Announced Jan. 30.

WISH-AM-TV Indianapolis, WANE-WINT (TV) Fort Wayne, both **Ind.; KOTV (TV) Tulsa, Okla.; KGUL-TV Galveston, Tex.**—Seek relinquishment of positive control by **John Hay Whitney** to **J. H. Whitney and Co.** Corporate change. No change in control. Announced Jan. 25.

WIKC Bogalusa, La.—Seeks assignment of license from **Curt Siegelin, administrator of estate of Dorothy Moss Siegelin, deceased,** to **Curt Siegelin,** as adjudicated in settlement of estate. Announced Jan. 28.

WMAR-TV Baltimore, Md.—Seeks involuntary transfer of control from **Harry C. Black, deceased; Paul Patterson, deceased; James C. Fennagen, deceased; John E. Semmes and Edwin F. Morgan, trustees under voting trust agreement,** to **Mr. Semmes, Mr. Morgan, William F. Schmick, Thomas B. Butler and Gary Black, trustees under voting trust agreement.** Trustees vote 93.9% Announced Jan. 24.

KTAT Frederick, Okla.—Seeks assignment of license from **J. D. Jones Jr., Ronald W. Wheeler Jr.** and **Winston A. Jones, partnership d/b as Frederick Bcstg. Co.,** to **Ronald W. Wheeler Jr. tr/as Frederick Bcstg. Co.,** through sale of 60% for $11,353. Announced Jan. 24.

KOMA Oklahoma City, Okla.—Seeks assignment of license from **Burton Levine, Myer Feldman, Arnold S. Lerner** and **Donald Rubin** to same and **Harold Thurman and Sol Schildhause** for $26,487. Mr. Thurman, Miami banker, will be 5% owner. Mr. Schildhause, KOMA manager, will be 14¼% owner. Announced Jan. 25.

WMGW-AM-FM Meadville, Pa.—Seek assignment of licenses from **Meadville Bcstg. Service Inc.** to **Regional Bcstrs. Inc.** for $99,600. Regional Bcstrs. is 50% owned by **William H. Rich,** former account executive, **WINS New York,** and 50% by **American Business Enterprises Ltd., New York.** Latter is owned by **Alastair B. Martin** and family and has interests in record manufacturing firm and clinical testing laboratory. Announced Jan. 24.

Continues on page 132

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RADIO

Help Wanted

Managerial

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 148E, B•T.

Sales manager who loves to sell. Five-figure income. Major market for strong independent in Illinois. Box 292E, B•T.

Sales manager excellent New Jersey "spot" with independent salary commission and override. Box 293E, B•T.

Sales manager for 5kw major network, regional, in California. Must be experienced, have good record and able to train staff and sales example. Five figure income for producer. Opportunity knocks—don't miss it. Box 367E, B•T.

Wanted: Combination manager-sales manager for eastern independent. Progressive market, good living conditions, excellent opportunity for man who does not fear competition. Selling experience prime importance. Box 397E, B•T.

Sales manager, suburban Washington, D. C., station needs two fisted go-getter. Big future for live wire. Box 416E, B•T.

Young man for independent, daytime music station. Must be strong on sales. Salary and percentage. Box 442E, B•T.

Manager wanted immediately for a radio station (1kw daytime only). Must be man with ability to sell and announce, and with experience in general operation of a radio station. Good salary and commission to right man. Send reply to Box 459E, B•T.

Manager for 5kw daytime Florida station. Only top proven manager considered. Heavy emphasis on sales ability. Draw, percentage of profits. Write your own check. Write full details. . . . Ross Charles, WDDT, Greenville, Miss. Enclose recent picture.

Salesmen

Experienced salesman: Best small city operation in the middle west. Kilowatt daytimer in single station market offers $400 per month guarantee for three month minimum. Incentive plan assures minimum "salary" of $300 per month even after guarantee period. Will match, dollar for dollar, up to $1,500 in new sales. Commission setup pays up to 40%. Personal interview necessary for selected applicants. Box 440E, B•T.

Southwest territory. Ideal climate. Great opportunity. Drawing account against percentage. Box 443E, B•T.

Morning man—salesman for small, fast growing southeast Florida cost network fulltime am. Good account list. Salary and commission average $115 weekly past two years. Management and tv potential. Box 477E, B•T.

Account executive for music-news. Guarantee $125.00 per week (not draw), or 15% whichever is greater. No ceiling on earnings. Number one Pulse station. No restricted list. Two other salesmen presently making $12,000 per year. Send full information to Box 479E, B•T.

Salesman-announcer, experienced. $325.00 plus commission. KBUD, Athens, Texas.

Leading Phoenix, Arizona station. Aggressive, experienced management. Guarantee against 20% commission to the right person. Write Commercial Manager, KRIZ.

Salesman. Guarantee against twenty percent. KWIN, Ashland, Oregon.

Top-rated, 15 years Mutual affiliate offers productive salesman 20% commission against draw. Good future. Write full details. WHIT, New Bern, N. C.

RADIO

Help Wanted—(Cont'd)

Salesman

Now! Salesman, and salesman-announcer! If you're good we want you! Top pay! Immediate opening! Paul Parker, WLAS, Jacksonville, N. C.

Salesman for excellent and permanent position. Tell all in first letter. Immediate opening. Enclose recent picture. WMVA, Martinsville, Virginia.

Productive salesman for Idaho independent located in sportsmen's paradise. Top guarantee plus top commissions. Send full details first letter. Box 511, Twin Falls, Idaho.

Announcers

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

Glib DJ-wanted. $500 a month. Seek DJ with spectacular vernacular: Crosby-type banter and slang phrases. No rock 'n roll. Just pops and standards. Wanted by station in Midwest. Box 345E, B•T.

Leading eastern independent needs two announcers, mid-morning and evening. A minimum of three years experience. Send resume of experience, background and expected salary. Will contact you later if audition tape desired. Box 369E, B•T.

Announcer. Power station in large market, Great Lakes area has excellent opening for high grade staff man. Send full details, and tape first letter. Box 398E, B•T.

Progressive southeastern 250 watt station needs good announcer interested in sales. Salary plus commission. Box 410E, B•T.

Announcer with Storz, Noemac experience. Eastern station going 10kw. Send tape. Box 415E, B•T.

Florida network station has opening for experienced first phone, good deejay announcer capable of handling transmitter maintenance. Top salary. Submit tape and resume to Box 424E, B•T.

Experienced announcer to learn sales. Only station in town. 1000 watt Pennsylvania. Accounts to start. Box 462E, B•T.

Financially sound and highly respected kilowatt independent will hire announcer with friendly, flub-free delivery for staff and music shows. Salary open. Excellent facilities, congenial atmosphere. Send full details and photo to Box 470E, B•T.

Freddy Chapman, I want to locate you. Write 472E, B•T.

Illinois kilowatt wants experienced announcer age 25 to 40 with several years of solid commercial experience for staff announcing position. News gathering and writing ability helpful. Liberal bonus, sick benefits, pension plan, with well-established independent. State age, education, experience in detail, references. Personal interview required. Box 474E, B•T.

Where are those good combo men? KGEN needs a morning man for 35 hours weekly at $400 monthly plus 15% commission on sales made in the afternoon. Must be experienced but no ticket needed. Personal interview required. KGEN, Tulare, California.

KODY, North Platte, Nebraska, needs top announcer with first class license. Excellent salary. Emphasis on announcing. Progressive NBC outlet. Contact John Alexander.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced announcer. KSWI, Omaha-Council Bluffs independent music and news. Salary $125. Contact Bob Hallgren.

Top pay for combination, good engineer, excellent announcer. Permanent. Call Phares, collect, KUSN, St. Joseph, Missouri, 3-2577.

Combination man with first class ticket. Immediate opening. Contact Richard Burt, Manager, WFCB, Dunkirk, New York.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Florida Gulf Coast CBS affiliate has immediate opening for experienced DJ who knows music, strong on commercials. Mail audition tape and resume to WINK, Kenneth M. Parke, Fort Myers Broadcasting Company, Fort Myers, Florida.

Radio announcer, WKDA, Nashville, Tennessee. Top Hooper in market. Need air salesman who knows how to follow orders and carry out station policy. Send tape and resume of experience to H. L. Glascock, WKDA, Nashville, Tennessee.

Announcer-program director—will pay up to $100 per week for man with good voice, strong on news, who can prepare and type program logs. Prefer man with ambition to advance who will look after owner-manager interests in board operations. Selling not required but will pay 20% commission. Present PD promoted to manage second owned station. WKUL, Cullman, Alabama.

Immediately! Announcers, and announcer-salesman! Must be good! Car necessary. Pay good! Tape, resume. Paul Parker, WLAS, Jacksonville, N. C.

Morning man immediately for established NBC station. WMRF, Lewiston, Pennsylvania.

Announcer-disc jockey. Some experience, no tapes returned. WPAC, Patchogue, New York.

Good announcer—must have good voice—no regional accent. Quick native intelligence, humor, education and experience. Up to $100 weekly to start for responsible man with initiative and imagination. Opportunity to try new ideas. Personal interview necessary. Tape, resume to WPVL, Painesville, Ohio.

Experienced? Hired! Sell tux. Phone WTAY, Robinson, Illinois.

Have immediate opening for radio announcer. Personal interview a must. Phone Kalamazoo, Michigan Fireside 5-2101 for appointment.

Technical

First phone announcer for southern Missouri 1kw daytimer. Box 441E, B•T.

50,000 watt south Texas station wants transmitter engineer who is looking for permanent job with stable organization. Even though similar jobs may be available many places, our recreation land and its pleasant year-round vacation climate makes this one unique. Send qualifications, salary requirements and photo to Chief Engineer, KGBT, Harlingen, Texas.

First phone operator. Immediate opening. Full particulars first letter. WASA, Havre de Grace, Maryland.

Working chief—1st class ticket, 250 watt, established station in beautiful Berkshires. WBRK, Pittsfield, Mass.

Permanent position for 1st class licensed engineer, prefer man with ham ticket. Good insurance, company paid and vacation. WAIM-WCAC-WAIM-TV, Anderson, South Carolina.

Transmitter engineer with first class ticket. Immediate opening. Contact Richard Burt, Manager, WFCB, Dunkirk, New York.

Mature, responsible, experienced engineer-announcer for work at beautiful mountain fm transmitter. Single man. Car necessary. Starting pay $70.00 per week plus comfortable quarters and excellent meals. Responsible job with future. Send photo, references, full resume experience and interests. WMIT, Charlotte, N. C.

RADIO

Help Wanted—(Cont'd)

Technical

First class engineer, 1000 watt indie, good pay, vacations, etc., extra money for sales and announcing, WOSC, Oswego, N. Y.

Immediate opening, first class license required. TV experience helpful. Call 58611, or write James W. Kyle, Post Office Box 5229, Richmond, Virginia.

Programming-Production, Others

PD with news and commercial background for 5 kw Ohio station. Send complete information about yourself and previous experience. Box 301E, B•T.

Woman, experienced and responsible for office supervision, traffic and copy. Give full details experience, education and references. Chicago area. Box 433E, B•T.

Program director—announcer with broad experience to justify responsibility management assistant. Complete resume education, positions held previously and salary received. Also photo. Interview required. Chicago vicinity. Box 434E, B•T.

Newsman—gather, write, edit and broadcast local news. Handle tape recorder. $75. to start, $85 in six months. Profit sharing plan. WCOJ, Coatesville, Pa.

Newsman: Gather, write and air local news. Handle tape machine. Above average salary. Good delivery and experience essential. Contact WDOG, Marine City, Michigan.

Immediate opening for newsman; gather, write and broadcast news. Commercial and disc show experience necessary. Starting salary $90.00 weekly, plus fringe benefits. Send photo, tape and background to WTTH, Port Huron, Michigan.

Situations Wanted

Management

Station manager—long thoro experience. Strong on sales, good business builder. Middle age, settled energetic hard worker who gets things done. Efficient management. Rough on competition. Non-drinker, good character. Know and prefer southern markets. Box 214 E, B•T.

A proven PD, operations director and manager. Tired of promises to let station advance. Wish to join progressive station or ad agency. Have a great deal to offer. Top news delivery and director, top DJ on women's shows, excellent voice. Long and successful experience in writing and spot production, sales brochures and public service programs. Can do anything in radio except engineering. High morals, good family man. Willing to travel. Box 242E, B•T.

Program director in Pennsylvania 250 watt network station desires additional training in administrative post at larger station. Four years as PD-experience as announcer-control room experience—college degree. Ultimate goal, managerial position. Box 413E, B•T.

A station somewhere is looking for a young man with executive capabilities, thoroughly experienced in radio and television production, with a solid background of announcing, news and farm news reporting, music, commercial writing and entertaining. A stable, sober, family man, willing to work, looking for an opportunity to advance with a growing organization. Tape, photo, complete resume on request. Box 420E, B•T.

Manager-sales, solid background, 12 years small station operation. Can handle all phases small station operation and make it pay. Family man, sober, no floating. Box 423E, B•T.

Manager or assistant—experienced in sales, programming, sports play-by-play, news and music. College grad, family man, 29. Top references. Texas or Louisiana. Box 429E, B•T.

Experienced manager, commercial manager wants position. Independent daytime station preferred. Exceptional sales record and references. Now employed, wish to change due to sale. South, southeast or southwest. Box 446E, B•T.

Manager with proven ability. Ten years successful experience large and small markets. Excellent background all phases station operation. Strong on sales. Responsible, civic minded, family man. Presently employed southeast. Minimum $150.00 week, plus incentive. Write Box 450E, B•T.

Successful former station owner-manager and FCC employee wants to get back into radio. Has excellent background. Will consider salary, commission or stock arrangement. Box 452E, B•T.

Assistant manager, 34, married, eight years radio wants managerial post. Midwest. Box 473E, B•T.

RADIO

Situations Wanted—(Cont'd)

Salesmen

National sales manager. 7 years experience with excellent background all phases station operation. Top references. Available March 1. Presently general manager. Box 448E, B•T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

Experienced, versatile staff announcer, presently employed, wants to move to large market—preferably in east or midwest. 28, single, college graduate, 27 months announcing experience. Box 198E, B•T.

Baseball, basketball, football, play - by - play sportscaster. Seven years experience. Box 246E, B•T.

Sportscaster . . . 9 years experience, currently AA baseball city, station dropping sports. Want AA, AAA baseball coming season; football, basketball. Consider number 2 spot. Air-check tapes. Box 375, B•T.

15 years experience all phases including tv. Specialty news. Married, family, minimum $125. Box 392E, B•T.

Disc jockey presently employed. Same station since 1951. It's time for a change. Good rating on metropolitan independent. Looking for afternoon or all night spot paying more than $150 per week now paid. Seven years radio-tv experience—former PD. Tape and particulars on request. Box 393E, B•T.

Sportscaster, staff announcer, program director, experience. 28, family, references, permanent. Box 418E, B•T.

DJ-staff-combo—1 year experience. $75.00. Tape-photo-resume. Box 427E, B•T.

DJ, jocund, mature, desires to relocate to personality station. First phone if necessary. Box 421E, B•T.

Announcer: Midwest. Three years experienced all phases, family, dependable. Desires opportunity with progressive station and congenial surroundings. Box 422E, B•T.

Personality DJ. 8 years experience all phases. Show biz background. Originality and air sell. Interested only in "honest" operation. Box 425E, B•T.

Ten years experienced sportscaster major market. Available sports or sales-sports. Box 431E, B•T.

Young, married engineer, presently with top network station in Portland, Oregon. Desires permanent position as chief engineer small station on west coast, (will help build), will consider buying equipment for proofs, will work combo. No striked station. Write Box 451E, B•T.

Sports director. Employed southwest. Heavy play-by-play all major sports. Seek baseball tie-up. Resume. Box 454E, B•T.

Personality DJ, who knows music and plays the best. Warm, friendly style. Strong sports and news. College grad. $100 per week. Box 467E, B•T.

Friendly persuader. Capable, reliable, 6 years experience, single, 24, draft exempt. Sincere, well informed deejay with something to say. Excellent sports delivery. Intelligent newscaster. Box 468E, B•T.

Lady wants DJ or women's show—announcing, news, commercials in New York City area. Box 460E, B•T.

DJ, newscaster, 5 years, fine voice, first phone, tape. Box 476E, B•T.

Announcer, 2½ years college and commercial experience. DJ, copywriter, sports, production. Box 475E, B•T.

Personality negro disc jockey—pops to rhythm and blues. Tape and photo available. Will travel. LaRoy Inman, 4032 Calumet, Chicago.

Combo man—graduate of DeVry Tech. and Columbia College in Chicago. 1st phone, light announcing. Don Prescott, 636 Buckingham Place, Chicago 13, Illinois.

Combo—1st ticket desires opportunity anywhere in U.S.A. Write Richard Strait, Box 984, Zephyrhills, Florida, or phone 2212.

Capable combo-chief. Good both departments. 5 years experience. Interested permanent only. Jack Taylor, General Delivery, Delta, La.

To Serve TV-Radio Growth Effectively

Economic conditions today may give pause to those who are considering a transaction in the broadcasting field.

That's why "Financial Advisers" now appears in our advertising. It is an honest decription of a service we can perform. Brokers aren't bankers, but we have developed many specialized investment and lending sources who value highly our reputation and appraisal of a given situation. We can get your hopes and problems to sympathetic ears—quickly.

"Evaluations" also now appears in our advertising because such a service has an interlocking relationship with financing and loan requirements.

We believe these two functions properly "belong" as constructive contributions to the broadcasting business.

Station owners, or those contemplating entering the industry, are invited to contact us.

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1625 Eye Street, N.W. National 8-1990

New York
60 East 42nd Street Murray Hill 7-4242

Chicago
35 East Wacker Drive Randolph 6-3688

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced first phone morning announcer. Available immediately. "R", care of WABV, Abbeville, S. C.

DJ personality, own teenage-morning, evening show, also sports, news, commercials, vet. 24, college, 2 years experience, references. 3rd license. $90 phone Jack, HYacinth 3-5994, Brooklyn 7-9 p.m.

Technical

First phone engineer, experienced remote control. Want to learn sales. Box 151E, B•T.

First phone, plenty experience construction and operation. Good news delivery, fair DJ. Have tools, transportation, sobriety, financial security; prefer southeast. College graduate, major accounting, management. Box 407E, B•T.

First class telephone license; experienced; only interested in central Illinois. Box 408E, B•T.

Engineer - announcer, experienced chief, low power to 50kw am and fm available soon. Box 449E, B•T.

Experienced combo man with family, desires position in progressive station in southeast. First phone ticket, fourteen months experience, write Billy Watkins, Route 9, Box 168, Philadelphia, Mississippi, phone 3052, Carthage, Mississippi.

Programming-Production, Others

Family man seeking permanent job with definite advancement opportunity with Texas am-only; long experience production, programming, news gathering, newscasting, announcing. Prefer small town! Box 417E, B•T.

Thoroughly experienced broadcasters desires challenging position as program director, chief announcer or news director. Ten years extensive experience includes diversified phases of production, newscasting, writing, announcing. Outstanding references. Family man, veteran, thirty. Box 432E, B•T.

Intermitten agency work—PR, radio, tv copy. Seeking solidity. Box 444E, B•T.

Top-notch program director seeking connection with radio and/or television station, thoroughly experienced—excellent background. Plays piano and organ. Box 453E, B•T.

Top market experience. Radio-tv newscaster. Ten years. References. Tape to best offer. Box 457E, B•T.

Experienced—news director, versatile DJ, mobile special events, continuity, play-by-play, etc. Excellent voice, creative, dependable. Desire major market permanency, only. Dick Landfield, 4740 Winthrop, Chicago, Illinois. Sunnyside 4-2820.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Copywriter, male car. Good references. Copy on request. Go anywhere. Available immediately. Some announcing. L. Greene, 609 Cook Street, Lewistown, Montana.

TELEVISION

Help Wanted

Salesmen

Fine midwest television station with CBS and NBC. This is an opportunity to advance in a fine community. Fine programming and adjacencies to sell. Excellent production. Send full details with photograph to Box 439E, B•T.

Announcers

Established Texas vhf needs top-flight announcer strong on news and commercials and able handle adlib shows. Permanent. Good salary. Send tape, photo, complete resume and present earnings. Box 437E, B•T.

Technical

Supervisor, transmitter, for established metropolitan vhf station, fully experienced, excellent opportunity, forward resume to Box 456E, B•T.

Engineer, first class license for network vhf affiliate. Studio and transmitter experience not necessary. Contact W. M. Greeley, KHOL-TV, Holdrege, Nebraska.

Programming-Production, Others

Medium market—openings director, continuity writer—state salary requirements—send examples of your work. Excellent opportunities—many benefits. Box 435E, B•T.

Newsman—experienced newsman currently employed midwest, seeking better position with opportunity for advancement. Completely familiar with SOF, silent film, and still news photography. Conduct own local news programs, live and film. Experienced police beat, and in direction and planning of on-the-spot newsfilm coverage. Also experience in sports, including play-by-play. Thirty, married, not a drifter. Can furnish excellent references. Box 405 E, B•T.

Tv copywriter—leading vhf station has immediate opening for copy head. Must be experienced and thoroughly qualified to handle diversified accounts. Submit complete information, including earnings, first letter. WSAV-TV, Savannah, Georgia.

Wanted radio-tv newsman-photographer. Progressive, growing vhf with basic NBC-TV programming and the top radio station in area needs joint newsman. Must be worker, have car, and reasonable knowledge of photography. This position offers real challenge to right person. Also must be able to report news on air. No major announcing shift required except to air certain newscasts. Please send tape, picture, and full information to Richman Lewin, P. O. Box 701, Lufkin, Texas.

ANNOUNCERS WANTED!

Yes, announcers are wanted—announcers with first class tickets. If you are ambitious to increase your earning power—or a beginner who needs that first big break—a first class FCC license is your ticket to success. Grantham School of Electronics, a nationally famous school *specializing* in FCC license training can prepare you *quickly* and *easily* to pass that all-important FCC examination.

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Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

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FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

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MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 2-F

821 19th St., N.W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

I am interested in: ☐ Home Study ☐ Resident Classes

TELEVISION

Situations Wanted

Managerial

Vhf general manager looking to relocate due to sale of station. Brought station from deep loss to profit within four months after arrival two years ago. 17 years in industry. Former part-owner and president of own tv station. Experienced all phases, including construction. Age 40, family man, college. Unqualified references from top names in industry and from former owners present station. Reply. Box 343E, B•T.

Experienced sales manager wants permanent position with southwestern vhf as manager or sales manager. Excellent record, 14 years experience all phases broadcasting. Good character and ability references. Family man, active in community affairs. Box 466E, B•T.

Salesmen

Florida-northwest. Top salesman radio-tv family man. Degree. Permanent. Box 297E, B•T.

Announcers

Announcer, experienced in all phases of the business, available. Box 406E, B•T.

Newscaster—weatherman—emcee, versatile staff announcer, authoritative delivery, pleasing voice, videogenic. Box 461E, B•T.

Top-flight announcer, strong in sports, news, desires permanent change to tv or audio—tv combo after 9 years in radio, 8 years in present job. Programming, production experience in radio. Sober, conscientious, family man with excellent references. Prefer Texas but will consider all replies. Box 463E, B•T.

Technical

Engineer-mature with lots of all around experience both operating and supervisory. Available immediately. Box 428E, B•T.

Programming-Production, Others

Assistant prod.-director, stage manager. Major regional network experience. Quickly qualify as director. SRT-TV grad. Writing ability. Experienced vocalist. Box 300E, B•T.

Film director. Experienced. Can set up and operate film room. Efficient, accurate. Available immediately. References. Box 412E, B•T.

Tv producer-director-newscaster presently employed major market vhf desires permanent position. Full experienced all phases tv production. Two years with present employer. Box 430E, B•T.

Male copywriter—10 years radio and tv. Excellent work for worthwhile return. Box 445E, B•T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First. Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

FOR SALE

Stations

$5000 down—5 years on $35,000 balance. 1 kw daytimer—mid-south 2 station market 23,000. Responsible managers known as "good operators" here is your chance. Only those of excellent reputation need apply. Box 308E, B•T.

For sale: 250 watt in Central Texas. College town. Good gross and net. Box 340E, B•T.

$42,000 full price. $15,000 down for new station, upper midwest location. Box 436E, B•T.

250 watt exclusive network station in far west. Shows high-profit record for years. Buildings and real estate with deal. Qualified buyers with references only. Box 447E, B•T.

Listing XA. Southwest vhf Television Station Single-station market. $50,000 cash down. Written inquiries invited. Ralph Erwin. Broker. Tulsa.

Listing SD. Southwest AM Station. Owner has reached age 60 and is retiring. Written inquiries invited. Ralph Erwin. Broker. Tulsa.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

FOR SALE

Stations

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

RCA TT-5A high band transmitter, factory converted to air cooling. Box 262E, B•T.

500 watt am transmitter type BC-610. Excellent for stand-by or Conelrad. Complete with tubes, speech equipment and service manual. Now in operation. Very clean. $595. Box 426E, B•T.

RCA model 5F 5000 watt transmitter complete with 1 full set and 1 FCC set of tubes. $7,500.00. Box 438E, B•T.

Complete shortwave unit. High quality 40 watt fm transmitter, AC power supply and 12 volt motor generator and AC operated receiver. Unit now licensed 26 mc band. Ideal for remote truck. Complete $250. KGEE, Bakersfield, California.

For sale: Two complete RCA 76-B audio consoles. One needs some work. $600.00 takes both, F.O.B. KGMS, Hotel Senator, Sacramento, Calif.

Remote unit, in good condition, complete KTR-100 with tripods and rack mounted receiver control unit less video and sync equipment. Truck is GMAC and equipped to accommodate one or two camera remote operation. Contact KSHO-TV, Fremont Hotel, Las Vegas, Nevada.

Stainless 5121 guyed tower, vhf or uhf, A-4 lighting, excellent condition, ready to ship. One 6181, two 6161 tubes, unused. Make offer. WCOS, Columbia, S. C.

Complete DuMont multiscanner including power supplies, projectors light source, etc. One DuMont stabilizing amplifier. 9 channel switcher, DuMont sync. generator. All equipment in excellent condition used approximately two years. Will make excellent price. Will accept cash time payment, station stock or will trade equipment. For further details, contact Harry Travis, WNEM-TV, Bay City, Michigan.

REL 10kw. fm amplifier with power supply. Gates remote control unti. RCA disc recorder. 250 watt WE am transmitter. For details contact Jack Ikner. WSTP, Salisbury, N. C.

For sale: Two Gates CB-11 turntables in excellent condition. One never used. One with 45 rpm adaptor. $75 each. WTSB, Lumberton, N. C.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding; repair, etc. Also A.M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Edison Electronic Co., PR3-3901, Temple, Texas.

WANTED TO BUY

Stations

Station wanted, small or medium market—New England, New York State, New Jersey—by individual. Box 395E, B•T.

Top level radio executive wishes to discuss station purchase possibilities with similarly interested person. Finest references. Box 419E, B•T.

Equipment

Need good used 5kw am transmitter. Will pay cash if the price is right. Send details immediately. Box 267E, B•T.

10 kw fm transmitter, coax and antenna. Give details on cost, terms, etc. Box 298E, B•T.

Used RCA fm transmitter BTF-3B or BTF-1C, state price and condition. Box 409E, B•T.

Wanted: RCA console, model 76b4, 76b5, 76D, good condition, complete with power supply. State condition, age, and price. KUGN, Eugene, Oregon.

Wanted to buy—250 watt broadcast transmitter in good condition. Contact Chief Engineer, WDNC, Durham, North Carolina.

Wanted: One used 250-watt am transmitter. Send details and price to Arthur Hafer, WSBA, York, Pennsylvania.

WANTED TO BUY

Equipment

Wanted, complete fm equipment by North Carolina interest. Give complete description and price. 903 Howard Street, Greensboro, North Carolina.

I want to buy RCA, or Gates 1kw. Transmitter in good condition . . . please address to: Radio Station XEAW, Apdo 628, Monterrey, N. L., Mexico.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N. W., Washington, D.C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Salesmen

Radio Salesman

5kw leader in major inland market wants immediately two bright men who are rarin' to go with a real opportunity. Earnings $5500-8000 up to you. Advancement potential with a great outfit. Write or wire

Box 221E, B•T

RADIO

Help Wanted—(Cont'd)

Salesmen

OUTSTANDING SALES OPENING

Leading Eastern independent operating 24 hours per day, plans to add additional Account Executive to present staff. Fast growing market offers excellent drawing account against 15% commission. Members of present sales staff now earning better than $10,000 per year. Market has barely been tapped. Send resume to

Box 370E, B•T

RADIO SALESMEN??

Money-making opportunity. Expanding top-rated indie, regional, music station needs experienced salesmen desiring five-figure income. All inquiries answered confidentially. Young working owner knows radio thoroughly. Building management team Colorado and other properties. No blue sky, but top money and incentive to dedicated, producer, under 36, with medium or small market experience, married, energetic, ideas, very sales-minded and can prove before and after employment sales ability to qualify for later sales-management, or management. No back slap hucksters, or boy geniuses. Genuine, responsible salesmen who have already learned that good things in life come to those who "work" for them. Tell all and enclose photo. No fantasy, just facts.

BOX 464E, B•T

SHIVERING?
TIRED OF FREEZING?
WANT TO WORK IN SUNNY DALLAS OR SAN ANTONIO?

KLIF in Dallas and KTSA, San Antonio, two of America's crack independents, are looking for a couple of top-notch disc jockies with good voices and different styles. If you're good, fire a background and tape to

Gordon McLendon
2104 Jackson St.
Dallas, Texas

P. S. Also have a top-pay job for Creative Copywriter.

RADIO

Help Wanted—(Cont'd)

Announcers

ONE OF THE NATION'S GREAT STATIONS NEEDS DJ

In Jim Winters, I've got one of the really top boys in the East. I need his double and don't think Bangor is East Lynne—It's a balling town. This is a real sharp operation and if you're a real sharp guy with both feet on the deck, we can get together. Send information, tape and photo to

Lee Gorman
Vice President & General Manager
WABI & WABI-TV

P.S. Remember—This is Radio only. I can get all the TV announcers I need.

MIAMI-WINZ

50,000 watt Music-and-News independent

welcomes audition tapes from all top D.J.'s. Tape and all particulars should be forwarded to Rex Rand, President and General Manager.

WE NEED YOU

because you are a top all-around staff man who sells for his sponsors, delivers news with authority; and you're loaded with personality . . .

YOU NEED US

because we offer a position on our announcing staff *at top salary* which includes your own daily disc feature . . .

So let's get together! Rush tape and letter, stating earnings requirements, background to

Harvey Hudson
WLEE—Richmond, Va.

Situations Wanted

Managerial

FLORIDA RESIDENT

20 Years experience in Radio Sales and Management desires challenge on Florida's East Coast only. Presently employed.

Box 471E, B•T

RADIO

Situations Wanted—(Cont'd)

Announcers

Sportscaster in Search of New England or Eastern Radio or Tv Station.

Object: Use of 15 Years Experience, Rated Outstanding by Clients and Employers.

Play-by-play includes major league baseball, college and pro football, basketball, hockey, boxing . . . Top sports shows in major market . . . Have extensive news background . . . Prize winning TV film experience . . . Finest references available . . . Box 411E, B•T

TOP JOBS—TOP PEOPLE

We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. NW.
Washington, D. C.—RE 7-0343

TELEVISION

Situations Wanted

Programming-Production, Others

$1,000,000 EXPERIENCE OFFERED

To those interested in 35-year-old college grad presently handling large accounts for major, industrial film producer. Additional sales promotional success with over 2000 dealers and distributors of assigned accounts. Box 455E, B•T

WANTED: A BOSS

Prefer Ernie Kovacs

Young TV production assistant finds she needs Kindness and Humor in addition to interesting, stimulating work, good salary, etc.

Please apply BOX 469E, B•T

FOR SALE

Equipment

FOR SALE

425 foot guyed Stainless Tower non-insulated type G5 designed for 125 mph wind load. Perfect condition. Complete with guys and lighting. Dismantled $5,000.00 F.O.B. our site. Contact E. B. Vordermark, WMBR-TV, Jacksonville, Florida.

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

FOR THE RECORD

Continues from page 126

KWHO Salt Lake City, Utah—Seeks assignment of license from **Reese C. Anderson and G. W. Peck d/b as Radio Station KWHO** to **Mr. Anderson** through sale of 30% for $5,000. Announced Jan. 30.

KBAM Longview, Wash.—Seeks assignment of license from **W. Gordon Allen and John Truhan d/b as Altru Bcstg. Co.** to **KBAM Inc.** Corporate change. No change in control. Announced Jan. 28.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Canadian Change List #107 December 10, 1956

580 kc

CKPR Fort William, Ont.—5 kw D 1 kw N unl., Class III, 12-1-57.

710 kc

CFRG Gravelbourg, Sask.—5 kw D, Class II.

900 kc

CJVI Victoria, B. C.—10 kw DA-1 unl., Class II, 12-1-57.

CKBI Prince Albert, Sask.—10 kw DA-2 unl., Class II, 12-1-57.

910 kc

CKLY Lindsay, Ont.,—1 kw DA-1 unl., Class III.

1050 kc

CHUM Toronto, Ont.—2.5 kw DA-1 unl., Class II, 12-1-57.

1080 kc

CHED Edmonton, Alta.—10 kw D 1 kw N DA-N unl., Class II, 12-1-57.

1230 kc

CFRG Gravelbourg, Sask.—.25 kw unl., Class IV, delete assignment.

CFGR Gravelbourg, Sask.—.25 kw N unl., Class IV, new call letters.

1250 kc

CHWO Oakville, Ont.—1 kw D .5 kw N DA-1 unl., Class III, assignment of call letters.

1290 kc

CKSL London, Ont.—5 kw DA-1 unl., Class III.

1340 kc

(New) Wayburn, Sask.—.25 kw unl., Class IV, 12-1-57.

1350 kc

CKEN Kentville, N. S.—1 kw DA-N unl., Class III.

1400 kc

(New) Amherst, N. S.—.25 kw unl., Class IV, 12-1-57.

1490 kc

CKEN Kentville, N. S.—0.25 kw unl., Class IV, delete assignment.

1560 kc

CFRS Simcoe, Ont.—0.25 kw D, Class II.

1570 kc

CFRY Portage la Prairie, Man.—0.25 kw unl., Class II.

CFOR Orillia, Ont.—10 kw D 1 kw N unl., Class II, 12-1-57.

Routine Roundup . . .

January 24 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Mississippi Bcstg. Co., Carthage, Miss.—Granted petition for an extension of time to Jan. 24 to file its opposition to petitions to enlarge issues filed by **WTOK** and **WMOX** both **Meridian, Miss.**, in proceeding on their am applications. Action Jan. 18.

Broadcast Bureau—Granted petition for extension of time to Jan. 23 to file exceptions to initial decision issued re am application of **WKMF Flint, Mich.** Action Jan. 18.

Channel 16 of Rhode Island Inc., Providence, R. I—Granted petition for an extension of time to Feb. 11 to file exceptions to initial decision issued re applications of **Cherry & Webb Bcstg. Co., Providence**, for cp for new tv to operate on ch. 12, and for Special Temporary Authorization. Action Jan. 22.

By Chief Hearing Examiner James D. Cunningham

Smith Radio Co., Jefferson Amusement Co., Port Arthur, Tex.—On the Chief Hearing Examiner's own motion, ordered that his order released Jan. 11, dismissing applications of **Smith Radio Co.** and **Jefferson Amusement Co.**, for cps for new tv's to operate on ch. 4 in **Port Arthur, Tex.**, is reconsidered, and set aside to extent that it

finds the absence of good cause for dismissing Jefferson application without prejudice, and Jefferson application is dismissed without prejudice, and further ordered that petition of Jefferson for clarification or modification of Jan. 11 order is dismissed; that action on petition of Smith Radio Co., for clarification or modification of Jan. 11 order is deferred until Jan. 24, and that, in event amended proposal of three applicants involved (including Port Arthur College) regarding consideration factor is not filed by Jan. 23, petition of Smith Radio for clarification or modification of Jan. 11 action shall, by this order, be considered denied. Action Jan. 17.

By Hearing Examiner Jay A. Kyle

Hamlet, N. C.; Cheraw, S. C.—Pursuant to Jan. 13 letter furnished the hearing examiner from **WCRE Cheraw, S. C.,** the other party to proceeding herein, indicating that it does not intend to participate in proceeding, ordered that prehearing conference and hearings scheduled for Jan. 25 and **Feb. 13,** respectively, are continued without date, re am application of **Risden Allen Lyon, Hamlet, N. C.** Action Jan. 22.

By Hearing Examiner Herbert Sharfman

The Westport Bcstg. Co., Westport, Conn.—Granted motion for continuance of certain dates scheduled in proceeding on its am application, *et al;* evidentiary hearing is continued from March 13 to April 1. Action Jan. 18.

WGMS Bethesda, Md.—On hearing examiner's own motion, and to accommodate his schedule, ordered that the further hearing which had been scheduled for Jan. 30, is rescheduled for Feb. 4, at 2 p.m., in the matter of assignment of license and cp of station **WGMS Bethesda, Md.,** and license of **WGMS-FM Washington, D. C.** Action Jan. 18.

WGSM Deer Park, N. Y.—On oral request of counsel for James M. Tisdale, party, and without objection by counsel for other parties, ordered that hearing scheduled for Jan. 25, is continued to Jan. 28, re am application of WGSM Deer Park, N. Y. Action Jan. 22.

By Hearing Examiner Elizabeth C. Smith

WCCO Minneapolis, Minn.—Granted petition for an extension of time from Jan. 22 to Jan. 29 for filing corrections to transcript in proceeding re application of **WNYC New York, N. Y.,** for special service authorization and re WCCO'S petition to cancel SSA. Action Jan. 22.

January 24 Applications

ACCEPTED FOR FILING

Modification of Cp

WKTF Warrenton, Va.—Seeks mod. of cp (which authorized new am) to extend completion date.

KLOR Portland, Ore.—Seeks mod. of cp (which authorized change facilities) to extend completion date to 8-24-57.

Following seek mod. of cp to extend completion date as shown: **WSYE-TV Elmira, N. Y.,** to 9-6-57; **WTVD (TV) Durham, N. C.,** to 8-23-57; **KVOO-TV Tulsa, Okla.,** to 8-24-57; **WNOK-TV Columbia, S. C.,** to 8-24-57; **WFRV-TV Green Bay, Wis.,** to 6-1-57.

January 25 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion date as shown: **KNAC-TV Fort Smith, Ark.,** to 8-20-57; **WLOS-TV Asheville, N. C.,** to 8-15-57.

Remote Control

WMBC Macon, Miss.

Renewal of License

WCOU Lewiston, Me., WWON Woonsocket, R. I., KGA Spokane, Wash., KILA Hilo, Hawaii.

January 28 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Mississippi Bcstg. Co., Carthage, Miss.—Granted petition for extension of time to Jan. 29 to file opposition to petitions to enlarge issues filed by **WTOK** and **WMOX,** both **Meridian, Miss.,** in proceeding on their am applications. Action Jan. 25.

By Chief Hearing Examiner James D. Cunningham

Ordered that hearings shall commence in the following am proceedings on dates shown: **KBHM Branson, Mo.; Cicero P. Yow** and **WKLM Wilmington, N. C.,** on March 28; **Bastrop Bcstg., Bastrop, La.,** and **Richard Bcstg. Co., Rayville, La.; WNAB Bridgeport, Conn.,** on March 21; **Craig Siegfried, Falls City, Neb.; Clark County Bcstg. Co.,** and **Northside Bcstg. Co., Jeffersonville, Ind.,** on March 18. Action Jan. 23.

KOVR (TV) Stockton, Calif.—Ordered that order released Jan. 24, appointing hearing examiner and assigning date for hearing re application of **KOVR** for cp to change trans. site, etc., is rescinded. Action Jan. 25.

By Hearing Examiner James D. Cunningham

Broadcast Bureau—Granted petition for extension of time to Jan. 25 for filing proposed findings in proceeding on application of **WWBZ Vineland, N. J.,** for renewal of license. Action Jan. 23.

Pine Bluff, Ark.—Ordered that hearing conference scheduled for Jan. 31, is continued to date to be specified in subsequent order re am applications of **B. J. Parrish, Pine Bluff, Ark.,** *et al.* Action Jan. 23.

By Hearing Examiner Elizabeth C. Smith

Ohio Valley Bcstg. Corp., Clarksburg, W. Va.; News Publishing Co., Wheeling, W. Va.; WSTV Inc., Steubenville, Ohio—Granted petition for extension of time from Jan. 30 to Feb. 14 for filing proposed findings and to not later than 10 days thereafter for filing replies thereto in matter of Ohio's application for new tv (ch. 12 **WBLK-TV Clarksburg**) and for transfer of control of that corporation from the **News Pub. Co.** to **WSTV Inc.** Action Jan. 25.

By Hearing Examiner Annie Neal Huntting

Newburgh, Ind.; Lawrenceville, Ill.—Ordered that record is closed and that date for filing proposed findings of fact and conclusions is designated as March 1, re am applications of **Southern Indiana Bcstrs. Inc., Newburgh, Ind.** and **Lawrenceville Bcstg. Co., Lawrenceville, Ill.** Action Jan. 24.

January 28 Applications

ACCEPTED FOR FILING

License to Cover Cp

KTGM (FM) Denver, Colo.—Seeks license to cover cp (which authorized new fm).

Modification of Cp

Following seek extension of completion date as shown: **KSPS (TV) Hot Springs, Ark.,** to 8-13-57; **WNDU-TV South Bend, Ind.,** to 8-1-57; **WIRL-TV Peoria, Ill.; WOAK (FM) Royal Oak, Mich.**

Renewal of License

KSPA Santa Paula, Calif., WNAC-FM Boston, WCCB-FM West Yarmouth, WTAG-FM Worcester, all **Mass., WTSL Hanover, N. H., WTWN St. Johnsbury, Vt.**

RENEWAL OF SCA

WGHF (FM) Brookfield, Conn., WNAC-FM Boston, Mass.

January 30 Decisions

BROADCAST ACTIONS

By the Commission

KPRC Houston, Tex.—Granted change in site and nighttime DA (950 kc, 5 kw, DA-N unl.); engineering conditions.

WBEL Beloit, Wis.—Designated for hearing application to increase hours from D to unl. and change DA system, continuing operation on 1380 kc with 5 kw.

Northwest Broadcasters Inc., Bellevue, Wash.; Rev. Haldane James Duff, Seattle, Wash.—Designated for consolidated hearing applications for new am stations to operate on 1540 kc, DA-1, unl.; Northwest with 1 kw and Rev. Duff with 10 kw.

WFCB Dunkirk, N. Y.—FCC by memorandum opinion and order dismissed petition by National Assn. of Broadcast Employees and Technicians directed against Dec. 5 grant of transfer of control of WFCB from **A. A. Schmidt,** *et al,* to **James Bcstg. Co.** By separate order Commission also dismissed protest and petition for reconsideration by **WJOC Jamestown, N. Y.,** directed against above-mentioned Dec. 5 action.

Following were granted renewal of licenses:

KSYC Yreka, Calif.; KTIM San Rafael, Calif.; KIBE Palo Alto, Calif.; KDFC (FM) and SCA, San Francisco, Calif.; KIXX Provo, Utah; KERG Eugene, Ore.; KIKI Honolulu, Hawaii; KMCM McMinnville, Ore.; KMO Tacoma, Wash.; KNBX Kirkland, Wash.; KOL Seattle, Wash.; KOMB Cottage Grove, Ore.; KORE Eugene, Ore.; KPAM Portland, Ore.; KPDQ Portland, Ore.; KPOA Honolulu, Hawaii; KPOJ-AM-FM Portland, Ore.; KPQ Wenatchee, Wash.; KREM KREM-FM, Spokane, Wash.; KRNR Roseburg, Ore.; KTAC Tacoma, Wash.; KTKN Ketchikan, Alaska; KXLY Spokane, Wash.; KGAL Lebanon, Ore.; KGAY Salem, Ore.

Am rule-making—FCC on request extended from **Feb. 1** to March 4 time to file comments to proposed rule-making which would abolish provisions of Sec. 3.182 (c) and (v) of am broadcast rules which were intended to afford greater protection from interference to stations providing "unique program service," and extended time for reply filings to March 15.

WTVW (TV) Evansville, Ind.—Extended special temporary authorization (ch. 7) to April 30.

UPCOMING

February

Feb. 6-8: NARTB Board, Hollywood Beach Hotel, Hollywood, Fla.

Feb. 8: Annual radio-tv news short course, School of Journalism, U. of Minnesota, Minneapolis.

Feb. 14: ANA Radio & Television Advertising Workshop, Plaza Hotel, New York.

Feb. 15-17: New England Chapter of American Women in Radio & Television, Somerset Hotel, Boston.

Feb. 21-22: Second annual conference, state association presidents, Mayflower Hotel, Washington, D. C.

Feb. 22: Annual awards dinner, Voice of Democracy, Washington, D. C.

March

March 13-16: Association of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.

March 20-21. Michigan Association of Radio and Television Broadcasters, Hotel Olds, Lansing.

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

April

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.

April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.

May

May 13-15: Aeronautical and Navigational Electronics national conference, Dayton, Ohio.

BROADCAST TUBES *are always in stock at* **ALLIED**

IMMEDIATE DELIVERY ON

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ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks.

Refer to your complete ALLIED Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
100 N. Western Ave.
Chicago 80
Phone: HAymarket 1-6800

Now Is the Time . . . .

HATS off to Rep. Withrow (R-Wis.) for his bill (HR 3514) to extend the licenses of radio and television stations to five years, instead of the current three-year limit set in the law. And thanks to his worthy constituent, Herbert H. Lee, president of WKTY La Crosse, for suggesting it.

Last fall, FCC Chairman George C. McConnaughey announced publicly that he favored five-year licenses, extending to broadcasters the same treatment accorded other services licensed by the FCC. Other members of the FCC, almost to a man, have endorsed the idea, recognizing the incongruity of a three-year license in the light of the investments involved in television and radio station construction and operation.

The FCC appears before the Senate Commerce Committee on March 5. It has a golden opportunity to mete out a big dose of justice by urging the committee to amend the law and adopt a Senate companion of the Withrow bill. There can be no valid ground for opposition. Only those who would like to see free broadcasting bewildered and bedeviled could object.

Once licenses are extended, there appears to be no reason why network affiliation contracts should not be extended to the same limit. That's the shortest route to stability in broadcasting.

Sen. Wheeler's Re-Emergence

FORMER Sen. Burton K. Wheeler, a formidable power in communications legislation during his long tenure (1923-47) on the Hill, has issued a blast against "monopoly" in television and a call for federal approval of subscription tv.

Mr. Wheeler is the author of "Tv Networks' Grab for Monopoly Power" in the current issue of *Spotlight,* a pamphlet periodically issued by the Committee for Constitutional Government. *Spotlight* is circulated to a mailing list of 30,000 including government and business leaders and editors. It is an organ of conservative, if not right-wing, persuasion.

Mr. Wheeler fears that the public is in danger because "the two men who control NBC and CBS have almost absolute power over what is seen and heard on tv." Further, he says, these two networks have "the power of economic life and death over most independent tv stations." Hence local programs and "public utterance by station owners" are "carefully tailored to the networks' position because the owners are all too well aware of the economic whip that the networks hold over them."

Mr. Wheeler is horrified at proposals to eliminate an existing restraint—Section 315 of the Communications Act which requires broadcasters to give equal opportunities to all candidates for public office. Repeal of that section, he says, might make it possible for the two heads of NBC and CBS to "sit down in conference and select the next President of the United States."

The network grip on television can be broken, Mr. Wheeler suggests, "only by making . . . stations financially independent of networks, by means of subscription tv."

At this point, we ask the former senator to yield.

We would first quarrel with his vision of two-man thought-control over television and hence over the U. S. public. The repeal of Section 315 would give to broadcasters only the freedom to present political issues and candidates intelligently—an impossibility under present rigidities of the law. To suggest that affiliated stations—or the audience—would for a moment submit to network political control is to cruelly underestimate their intelligence and integrity.

We would also find considerable fault with Mr. Wheeler's support of subscription television, although it is consistent with his views of long standing. Mr. Wheeler, who was at one time an attorney for Zenith, the foremost protagonist of toll tv, has previously expressed himself in favor of it.

But his advocacy of subscription television as an antidote to tv monopoly is a relatively new argument. So far the proponents of toll television have rested their case chiefly on the proposition that a box-office in the home would provide more and better tv programs. The more and better programs that free television has delivered consistently, year by year, have pretty well deprived the subscription interests of that argument.

The main direction of attack may be switched, now that Mr. Wheeler has set the course. Being keen to sense an opportunity, the toll tv interests may be tempted to join those who, for other reasons, have charged the networks with monopoly.

Yet we suggest they think twice about the consequences. If subscription television were approved, the entities which could make the most of it would be those who controlled the best programs. Can anyone suggest an organization which has a larger supply of popular programs than the television networks?

If there is monopoly today in television, and we do not admit there is, it would only be intensified by the installation of home box-offices. Any station which hoped to make a living from subscription tv would have to first acquire a steady supply of popular programming. What better source to turn to than a major network?

It is ridiculous, of course, to say that two men now control television or would control it if toll television were authorized. Yet if a trend toward monopoly exists, it would only be accentuated by the procedure which Mr. Wheeler proposes.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"We're in trouble on our 'Find the $50,000 Bag of Money' contest. We can't find the man we hired to hide it!"

The Petry Story

AN IDEA, a glib tongue, a strong pair of legs, the knack of picking people and a fierce regard for ethics launched Edward Petry into the field of exclusive station representation 25 years ago. It wasn't a one-man job, as he will relate to anyone willing to listen.

Ed Petry, Henry I. (Hank) Christal, who now operates his own exclusive radio station representation firm, and Ed Voynow, midwestern vice president and partner, constituted the young, eager triumvirate that began a new kind of business in 1932. They didn't invent exclusive representation, but they did elevate it into the big league of advertising, in days when program brokering and buccaneering were in full sway.

Timebuying then was like flying blind. There was a need for ethical spot selling. None knew this better than Messrs. Christal and Voynow, who were in the brokerage business. And Mr. Petry was buying time signals direct for Arde Bulova, who became the biggest merchandiser of watches in the country because he discovered radio long before his competitors and because he had a man of Ed Petry's acumen to do his buying for him.

Before Petry there were other representatives. But there also were the non-exclusive brokers, who sold transcriptions along with their representation, and collected two commissions. They had the business locked.

Ed Petry was a controversial figure in the business of broadcasting from the day he entered it in 1925. But he was controversial in a pioneering sense, pulling against the tide.

The years may have mellowed Petry, the man, but not Petry, the salesman. He slugs it out wherever the opposition may be—networks, newspapers or magazines. And his men must fit the pattern.

The contributions of Edward Petry & Co. to the business and ethics of broadcasting echo today, loud and clear. In broadcasting, the appellation "a Petry man"—past or present—has a special meaning.

KSTP-TV hits nine out of ten!

Of the ten top-rated * syndicated film shows during the peak evening hours in the Northwest market, *nine* are on KSTP-TV!

These shows . . . "Highway Patrol," "Mr. D. A.," "City Detective," "Federal Men," "Studio 57," "Dr. Hudson's Secret Journal," "I Led 3 Lives," "Celebrity Playhouse," and "Stage 7" attract an unmatched audience—move merchandise for sponsors and participating advertisers.

Nine out of ten is a pretty fair average in *any* league, and it's typical of KSTP-TV . . . the *first* television station in this vital market of 688,558 TV families.

**ARB Metropolitan Area Report, November, 1956.*

Congratulations, Ed Petry!

KSTP-TV 5

MINNEAPOLIS • ST. PAUL **Basic NBC Affiliate**

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.